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ABSTRACT

The manual is a 12-hour program for adults who are working or preparing to work as retail salespeople. It can also be used as a summarization manual for high school students. The manual consists of five sessions which take the individual from the human aspect of sales to the related sales technique. The sessions are entitled: employee and customer relations, approaches and presentations, objections and closing the sale, suggestion selling, and sales demonstrations. Each session provides an instructional outline, related methods, and appropriate handouts and transparency originals. The appendix lists keys of session evaluation, promotional devices, suggested films, case studies, and supplementary handouts and transparency masters. (NJ)

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EFFECTIVE RETAIL SALES TECHNIQUES

EFFECTIVE RETAIL SALES TECHNIQUES

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INTRODUCTION

Retailing has undergone tremendous changes in recent years. Sales training has increased throughout the United States because of the need for more efficient and qualified sales personnel in today's retail store. It is believed that this "Effective Retail Sales Techniques" manual will provide an excellent outline for an instructor to teach retail sales.

This manual has been used by students in two types of adult training---preparatory, for people who are not yet employed in retail establishments, and supplementary, for individuals who are already working. This manual was first compiled when I was working as a teacher-coordinator in Chattanooga, Tennessee, and also when I was with the State Department of Vocational Education, Distributive Education Services. Very satisfactory results have been accomplished both in high school and adult vocational education when I used this outline.

Retailers have been receptive to how the sessions are broken down and the content within the outline. There are a number of devices within the appropriate section on promoting sales training within your community.

As one previews this manual, he can see that the information presented is new in most respects to retail sales training. Although some information has been published in the past, the author feels it is still beneficial to sales training of today.

I would like to thank J. L. Goins for his confidence in letting me teach sales programs the first year that I was in distributive education, and for his assistance and help in my total knowledge of adult distributive education. This manual was first used under his direction.

Secondly, I would like to thank Dr. Bernard C. Nye for letting me continue on with the retail training program when I was a member of the Ohio D.E. staff in Adult

Distributive Education.

Thirdly, Jerry Garman for his persistance in thinking the manual was informative enough for publication.

Lastly, Mrs. Cathy Ashmore for her work with me in preparing the final copy for publication.

Have fun, and good luck to the users of this manual.

R. A. Canei
Adult Supervisor
Springfield and Clark County
Joint Vocational School

TIPS ON PROGRAM MANAGEMENT

"Effective Retail Sales Techniques" is basically a twelve-hour program for adults who are working or who are preparing to work as retail salespeople. It is also a very good summarization manual for high school students. Once they have received the complete theory of retail sales, information in this manual can be deleted or added to in many different ways---depending on the type of people in the program and also the instructor's qualifications. The following are suggested ideas on getting the most out of retail sales training programs:

Class size: A minimum of 12 people and a maximum of 25 can usually be handled by an instructor who is using this manual. The more people you have in the program, the less each person will be able to participate in the discussion.

Breakdown of sessions: The manual is broken down into five major sessions. They take an individual from the human aspect of sales, which is the most important, to the related sales techniques.

Equipment needed: (1) special pen for transparencies, (2) 16mm projector, (3) overhead projector, (4) transparency reproducer, (5) press-on letters for transparencies to personalize one's material, (6) magic markers, and (7) tent cards.

If funds are available, buy participants a notebook for material that is used in the program.

Handouts:* Handouts are identified in course outlines when they should be used. An instructor can pass out handouts when they are mentioned in the outline or at the end of the class session. (This depends on the instructor and how he is conducting the program.)

---

* Remember: Have handouts reproduced in quantity with good readable reproduction.

Arrangement of the class: should be in a U-Shape so that an instructor can get the most discussion from class participants.

Films: In the section entitled "Suggested Films" are summaries of films that can be used in this training program. They are also numbered appropriately for each session they should be used in. If an instructor wants more information about sales training films, he should consult the "D.E. Film Catalog" from the Ohio Distributive Education Materials Laboratory.

Before using, one should review the film and make a summary sheet before it is used in class. Using a summary sheet gives the participants more information about what is covered in the film.

Supplementary Handouts and Transparencies: In this manual I have supplied instructors with additional sales supplemental material both in the sections marked "Supplementary Handouts" and "Supplementary Transparency Masters". If an instructor using this manual wants more information, this would be a good place to look before going to an outside source.

Evaluation Sheets: These can be used in many different ways, perhaps as a review of the past session or as a quiz for high school students. There is also a comprehensive quiz in the supplementary handouts that can be used for the complete program.

Course Evaluation Sheets: Course evaluation sheets should be used in every instance when this program is conducted. A sample evaluation sheet is enclosed in this manual (HANDOUT #5-4). A course evaluation sheet will give the instructor some areas of suggestions for conducting the program in the future. They should be handed out at the last session, and class members should be given five minutes or so to fill them out. They should be picked up by the instructor and reviewed after the participants have left the meeting room.

Sales Demonstration Check Sheet: The sales demonstration check sheet is used in the last session (HANDOUT #5-2) to critique the sales demonstration by each participant in the program. They should be thoroughly reviewed by the instructor and mailed to the individuals in the program to let them know how they did on the sales demonstration.

The above suggestions will make the program run more efficiently, and the participants in the program will get the most out of your sales training program. Remember, if businesses are paying for this program or paying individuals for attending this program, they want to get their money's worth to make it worthwhile for them.

Along with the tips mentioned, a good training program for instructors is the Adult Instructors Training Program (AIT) conducted by the Ohio Department of Vocational Education, Distributive Education Services. A good review for instructors to use along with AIT is the manual entitled, "Teacher Tactics", which will be available at the Ohio Distributive Education Materials Laboratory.

There are samples of promotional devices that one can use to pass the word to the public. Many more can be made with this basic formula:

WHAT
WHERE (room)
WHEN
WHY
COST
INSTRUCTOR (sometimes used)

Fill in the pertinent information to the above formula and anyone can make a good flyer or brochure to publicize a training program.

Follow the suggested information for the different news media. Remember these facts: a news article, radio release, or TV release should be submitted to the appropriate media ten days before release date. Newspaper releases should be double- or triple-spaced on one side of 8-1/2" X 11" paper. The left-hand corner should have name, phone, department, address, and date. The right-hand corner should have the date to be released. Never send a carbon copy of the article to the newspaper. If an article is more than two pages, the word "MORE" should be in all capitals at the bottom of the page. The last page should have "##" or "30/30" signed at the end. Paragraphs should be five typewritten lines or two sentences. Make sure there are no grammatical errors.

Radio announcements should be calculated on the following form:

10 seconds	25 words
20 seconds	50 words
60 seconds	100 words

Television announcements:

10 seconds	12 words
20 seconds	35 words
60 seconds	120 words

WELCOME

DISTRIBUTIVE EDUCATION SERVICES

Do you know the most important word in the human language? Psychologists tell us that to the individual nothing is so sweet as the sound of his name. It's the first word we learn to recognize in human communication. Since infancy it was most used in a pleasant context---so today it always makes us feel good to hear our name.

Let's communicate freely and with a good feeling throughout this session. Break down barriers to communication by getting to know your neighbor and the consultants who are working with you. Get to know as many of the people attending the seminar as you can. Learn their names and let them learn yours.

Distributive Education Services has provided you with a tool to help you to recognize the names of the persons attending this session:

TENT CARD

You'll notice this sheet can be neatly folded in half into a handy tent card. Here's how you use it:

1. Legibly print your first and last name and organization on both sides of the fold with the special pen provided. Be sure that your first name appears in larger print than the last. We operate on a first name basis here.
2. Place the card in front of you during all sessions.

NOW. . .

. . . HAVE A GOOD, INFORMATIVE SESSION

ORGANIZATION

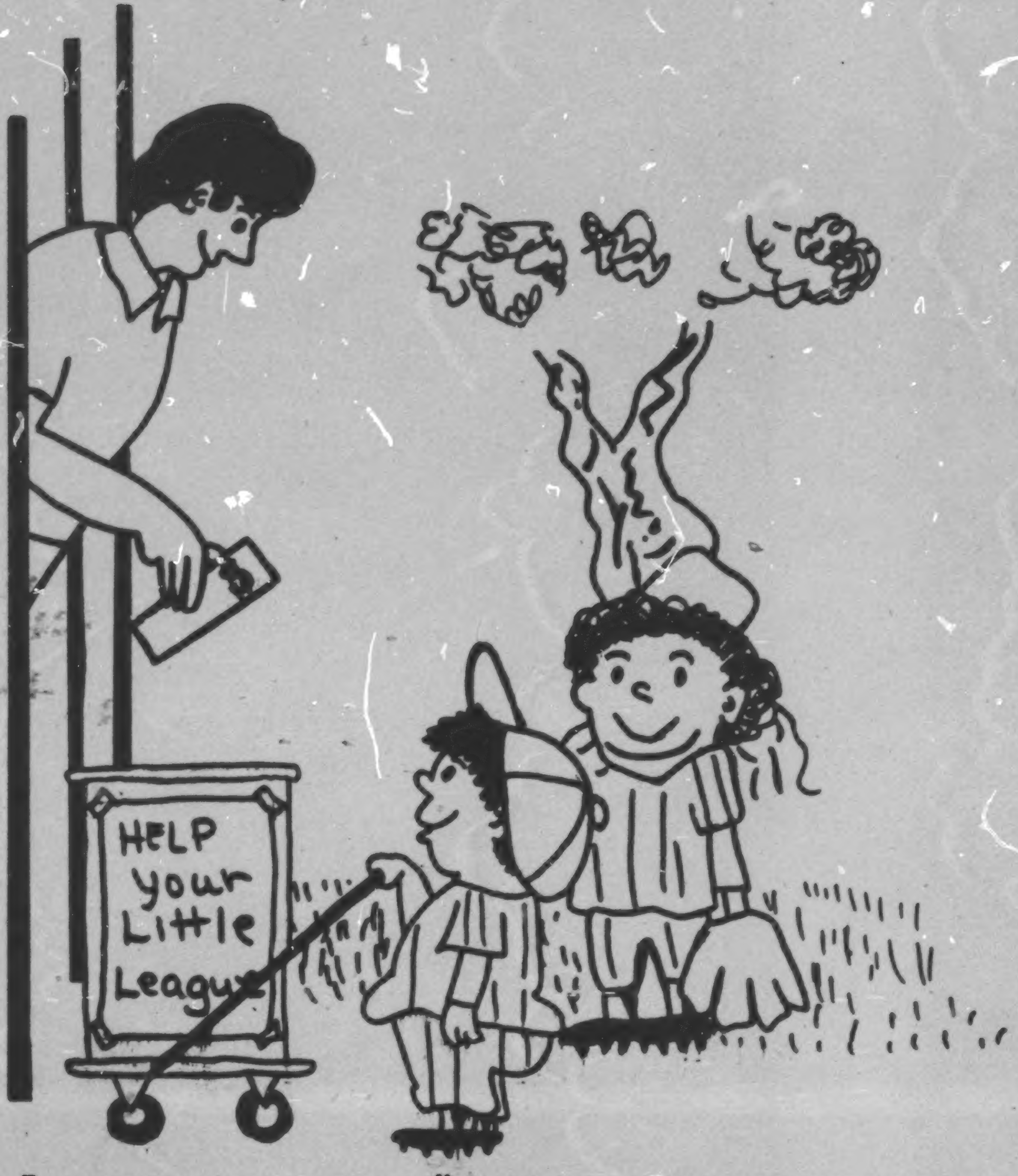
NAME

NAME

ORGANIZATION

SESSION 1

Employee and Customer Relations


HELP
your
Little
League

TAKE PAINS TO BE PLEASANT. MOST PEOPLE TRY TO DO BUSINESS WITH A SALESMAN THEY LIKE. THEY AVOID A SALESMAN THEY DON'T LIKE.

SESSION 1: EMPLOYEE AND CUSTOMER RELATIONS

Instructional Outline	Methods
	Arrive early for first session. Check the room for seating arrangements, ash trays, tent cards, etc. Place any visuals you plan to use in a convenient spot and be sure that your notes and material for the first session are in order. Greet each person as they enter, make them feel at ease (do this for all sessions).
	Start promptly on time.
	Have an official of top management start the training class off if possible. After comments from management, take time for class members to introduce themselves and tell their position, duties, and number of years in selling. Mention total years of experience represented and assure the class that they will learn from each other, as well as from the training material to be presented.
	Use TRANSPARENCY #1-1. Personalize your transparency with your local area information.
I. How The Class Sessions Will Be Conducted. A. Informal. B. Questions related to topics of study will be answered. C. Examples and illustrations are welcome. D. Summary sheets will be used for discussion and study purposes.	Use TRANSPARENCY #1-2 to explain other classes which are available from the distributive education department.

SESSION 1: EMPLOYEE AND CUSTOMER RELATIONS

Instructional Outline	Methods
E. Class sessions will start and end on schedule. F. Mention that they will be expected to contribute to class discussion. They will also conduct a sales demonstration during the last session. G. Check sheets will be used during the sessions, but they are for self-evaluation purposes only. No one will see the sheet except you.	
II. Why Are We Having This Class?	Ask this question.
A. Provoke thought. B. Increase sales. C. Learn from experiences of others. D. Brush up on sales techniques. E. Gain self-confidence and composure. F. Develop enthusiasm. G. Learn the difference between the professional salesperson and the order-taker. H. Develop better customer relations and service.	TRANSPARENCY #1-3. This should be shown after some of the participants have given answers. Use this to tie the answers together. What is the secret of learning? Socrates said that all learning is self learning.
III. Objectives.	Mention objectives of class and tie in with II above. Emphasize that objectives will directly benefit them.
A. To refresh memory of selling techniques. B. To increase your sales and income. C. To improve customer relations and service. D. To encourage you to become a professional salesperson (we will discuss this shortly). E. To prepare you for advancement and promotion. F. To make your job more effective, enjoyable and challenging.	Emphasize to the class that they are going to get out of the class what they put into it--nothing more, nothing less. TRANSPARENCY #1-4. Use if the class make-up is pre-employment.
IV. Why Are You Important?	Ask this question.
A. Before we talk about salesmanship and the related areas involved, let us first talk about you. Yes, you are important, very important. You are important to many people and for many different reasons. How many of you have been complimented today? This week? How many of you have complimented someone else today? This week? Let me say right now that you are important; in fact, you are the most important	TRANSPARENCY #1-5.

Instructional Outlines	Methods
group in this store. This is a nice compliment, isn't it? And this statement is very true. How many of you thought you were important to this store before right now?	
B. You Are Important.	Ask for a show of hands. Ask why they think they are important. Comment on each reaction. At this point discuss in detail HANDOUT #1-1 entitled "You Are Important." Mention each area of importance and get participation from the class. Give examples for each point of discussion or use comments of class to emphasize importance of sales staff to success of the store. TRANSPARENCY #1-6.
C. No one is perfect and oftentimes supervisors and management personnel forget to say "thank you" or express appreciation for a job well done. However, this does not mean that you are not important or appreciated.	HANDOUT #1-2, "The Salesperson and Good Will."
V. Professional Grooming.	
A. First impressions are lasting impressions. Good grooming is important as you represent the store to the general public. To the customer you are the store. Looking, acting, and being sharp is part of the job of a professional salesperson.	It might be well to spend several minutes discussing the effect of grooming on customers. TRANSPARENCY #1-7. Discuss points and ask the group to contribute ideas.
B. Grooming is a local consideration. It should be discussed in relationship to our own time and situation. Basically the salesperson must remember to dress appropriately based on the needs of his customers, his employer, and himself.	
VI. People Relationships.	
A. Human Relations and Customer Relations.	

Instructional Outlines	Methods
1. Retailing is a people-oriented business.	
2. The success or failure of a store depends on how well it works with the general public, and more importantly, its customers.	
B. The definition of human relations.	TRANSPARENCY #1-8.
1. Relationships between people or	
2. The art of getting along with people. Whenever two or more people meet, interaction begins and you become involved in human relations.	
C. Human relations is an active force. You either have good or bad relationships with your customers. Human relations is at work all the time! Remember, some people are hard to get along with all the time, and we are all hard to get along with part of the time.	TRANSPARENCY #1-9.
D. How can we build good human relations?	
1. Understanding of human behavior.	
2. Self-control and tact.	
3. Patience, consideration, and understanding.	
4. Looking at things from the viewpoint of the customer, which is the key to successful selling (empathy).	
5. Remember that the customer is the "boss" of everyone in retailing and that the customer is always right.	
6. The majority of customers in a store are "repeat" customers; therefore, good human relations and personal contact are necessary for success in retailing.	
7. Treat the customer the way he wants to be treated. Be "selfish" -- benefit your customers and they will also benefit you.	
8. Be willing to give a little in relations with co-workers and management.	
VII. Recognize the Customer as an Individual.	Discuss.
A. Recognize your customer as an individual.	TRANSPARENCY #1-10.
1. What is an individual?	
2. What traits make up a person?	
3. What traits make up your customers?	HANDOUT #1-3, "Your Customer." Discuss the study sheet "Your Customer." Emphasize that many things determine a customer's personality. An understanding of what makes a customer tick will give you the ability to live

SESSION 1: EMPLOYEE AND CUSTOMER RELATIONS

Instructional Outline	Methods
	with the difficult customer.
B. After you recognize your customer, then treat him as an individual. 1. Everyone is selfish--they care about their own problems--not ours. 2. Success calls for placing you before I in selling. 3. Call your customer by name--no name is as important to him as his own name. 4. Determine his needs and try to satisfy his needs.	
C. The statement "The store exists for the customer, not the customer for the store" is very true. 1. State and discuss this question: "How many of your customers will look better in their own eyes because they have met and dealt with you today?"	TRANSPARENCY #1-11.
D. Salesmanship.	HANDOUT #1-4, "Eleven Commandments of Good Business." Read and discuss.
1. What is salesmanship? 2. Why is salesmanship important? a. To the store. (1) More profits. (2) Less marked-down merchandise. (3) Store's popularity -- better image. b. Customers. (1) Source of product information. (2) Source of another opinion. (3) A source of new ideas -- time and money saving. c. You -- the salesperson. (1) Job security. (2) Increased earning. (3) Personal satisfaction. d. National economy (1) Provides jobs. (2) Creates demand for new concepts of living, new methods, new products, new ways to do things.	
3. Professional selling is offering sincere, honest, friendly and courteous service to your customers.	HANDOUT #1-5, "Order-Taker vs. Professional Salesperson."

SESSION 1: EMPLOYEE AND CUSTOMER RELATIONS

Instructional Outline	Methods
VIII. Personality.	
A. Have you ever wondered what makes a successful salesperson? 1. Personality. 2. Attitude. 3. Initiative. 4. Courtesy.	Ask this question and get ideas from the class.
B. Personality comes from the word "person" and may be defined as "that something which distinguishes one person from another" or the "sum total of all your traits and characteristics" or "a reflection of inner-self."	Ask: "What is a sales personality?"
C. Some traits necessary for you to have and possibly develop for success in selling. 1. Poise and confidence. 2. Good voice and vocabulary. 3. Friendly smile. 4. Well-rounded personality. 5. Dependability. 6. Trustworthiness. 7. Understanding of others. 8. Respect for others. 9. Self-control. 10. Initiative and determination. 11. Imagination. 12. Enthusiasm.	
IX. Attitude.	
A. Fortune Magazine conducted a survey to find out the ingredients of a successful salesperson. They found that four primary areas were involved for success in retail selling. The areas included: 1. Attitude. 2. Merchandise information. 3. Techniques of selling 4. Human relations.	TRANSPARENCY #1-12.
B. As can be seen, almost 60% (58%) of your success depends on your attitude and human relations. You are going to learn the techniques of selling in this class, but you still need to improve yourself in the area of "people relations." Professional salesmanship is an art and science, not an occupation that "just anyone" can walk into without any training or determination and succeed.	TRANSPARENCY #1-13. HANDOUT #1-6, "Initiative." Discuss the importance of initiative in selling.

Instructional Outline	Methods
X. Courtesy.	
A. Before we wind up this session, it might be good to relate courtesy with good salesmanship. Without courtesy and good personal relations, your knowledge of sales techniques will be worthless.	HANDOUT #1-7, "Remember Me."
COURTESY	
Strange, isn't it, that the value of courtesy isn't more generally understood and appreciated? Courtesy is really so easy to practice that it should be the most common thing encountered in our everyday life.	
It is the exceptional town whose inhabitants display courtesy toward strangers; the exceptional business organization that has succeeded in cultivating marked courtesy among its employees.	
Every day business is lost because this old-fashioned virtue is neglected in our marts of trade.	
B. C. Forbes, in his column in the "New York American," once told of a young Southern woman who came to New York to study music and took a job in a better-class department store to help meet her expenses.	
When a customer came into her department she would step forward, graciously offer her services, and usher the customer to a chair while she brought out the merchandise the customer asked to see. Her whole demeanor was like that of one greeting a friend who has come to visit.	
"Co-workers laughed at her," Forbes wrote, "and some warned her, but the woman couldn't be other than natural."	
One day the store manager approached. Not knowing who she was, the sales girl greeted her with her usual affibility . . . while her co-workers nudged and tittered. Presently the manager revealed her identity and explained that the store had received so many nice letters commending her salesmanship the manager wanted to express her appreciation.	

Instructional Outline	Methods
"Just old-fashioned courtesy of the kind she had always been accustomed to show toward people, yet co-workers laughed at her . . . even warned her," Forbes observed. . . . From the "Pick Up" United Parcel Service	
B. Courtesy is contagious and this is particularly true in selling. Your most potent weapon in selling is a warm, friendly smile. Edgar A. Guest sums up the value of courtesy more effectively than I can.	HANDOUT #1-8, "Good Business."
C. It is estimated that 90% of the customers who leave your store do so because of lack of courtesy -- not because of prices, lack of merchandise and proper facilities.	
XI. Unit Summary.	
A. How can you change your sales personality?	Ask for questions and review important points of Session I. HANDOUT #1-9, "Rules for a Perfect Day."
B. What's coming. 1. Effective sales approaches and how to use them. 2. Techniques to use in presenting merchandise to customers. 3. How to overcome objections properly. 4. Effective closing methods that will make you a better salesperson. 5. Suggestion selling and how it will increase your sales earnings and improve customer service. 6. Related sales duties such as techniques of handling money, cashing checks, prevention of shoplifting, etc.	
C. Before the next session. 1. Observe techniques used by salespeople in approaching customer--what is good and bad about them.	
2. Observe how merchandise is presented to customers--good and bad techniques.	We will discuss these at our next session.

Instructional Outline	Methods
	Reassure group of the value of the class and that you are looking forward to the remainder of the sessions. Mention to the group that if they have questions about selling techniques, to bring them to the next session and they will be discussed at the appropriate time.

YOU ARE IMPORTANT

You, the salesperson, are the most important individual in your store. Your cooperation, support and "100 percent" salesmanship effort is essential if you and your store are to succeed to the fullest potential.

You, the salesperson, are the final link in a long chain of action---action designed to meet and serve customer needs by providing them merchandise when they need it. You make the entire process a success or failure by using either good or poor salesmanship.

You are very important in the following ways:

YOU ARE IMPORTANT TO YOURSELF

1. Personal success.
2. Personal satisfaction.
3. Family stability, security, and enjoyment.

YOU ARE IMPORTANT TO YOUR CUSTOMERS

1. You are often the only contact with the store.
2. You represent the store to the customer.
3. Customers often look to you as an expert to satisfy their needs and wants.

YOU ARE IMPORTANT TO THE DEPARTMENT MANAGER AND STORE MANAGER

1. Their knowledge, experience, and planning is not effective unless you sell the merchandise.
2. Your sales directly affect their income and success.

YOU ARE IMPORTANT TO YOUR FELLOW WORKERS

1. Mutual cooperation and understanding are essential to make a department operate smoothly and profitably.
2. Fellow employees look to you for advice, help and assistance in getting the total job done.

YOU ARE IMPORTANT TO THE STORE OWNER

1. The owner's investment and security are in your hands.
2. The owner makes or loses money according to sales records of total salespeople in the store.

REMEMBER, YOU ARE IMPORTANT!! Your job is important and your customers are important. Develop and maintain a positive attitude toward yourself, your customers, your job, and practice good salesmanship at all times, and you will be important. NEVER FEEL THAT YOU ARE "JUST A SALESPERSON" and that you aren't important, because you are the most important person in your business.

HANDOUT #1-2

THE SALESPERSON AND GOOD WILL

In a study of questionnaires sent to inactive charge account customers, 300 replies brought out the fact that salespeople are responsible for 72 percent of inactive accounts in stores. The survey showed the following reasons why customers ceased using their charge accounts:

Indifference of salespeople	24 %
Attempts at substitution	22 %
Salespeople's errors	9 %
Tricky selling methods	9 %
Over-insistence	8 %
TOTAL DUE TO SALESPEOPLE	72 %
Slow deliveries	8 %
Delays in service	6 %
Tactless business policies	5 %
Poor store layout	4 %
Refusal to make adjustments	3 %
Poor quality merchandise	2 %
TOTAL	100 %

The facts brought out in this survey are somewhat startling. Few people refuse to buy in a store because of the merchandise carried. Many stop buying in some particular store because of some unthoughtful act on the part of the salesperson.

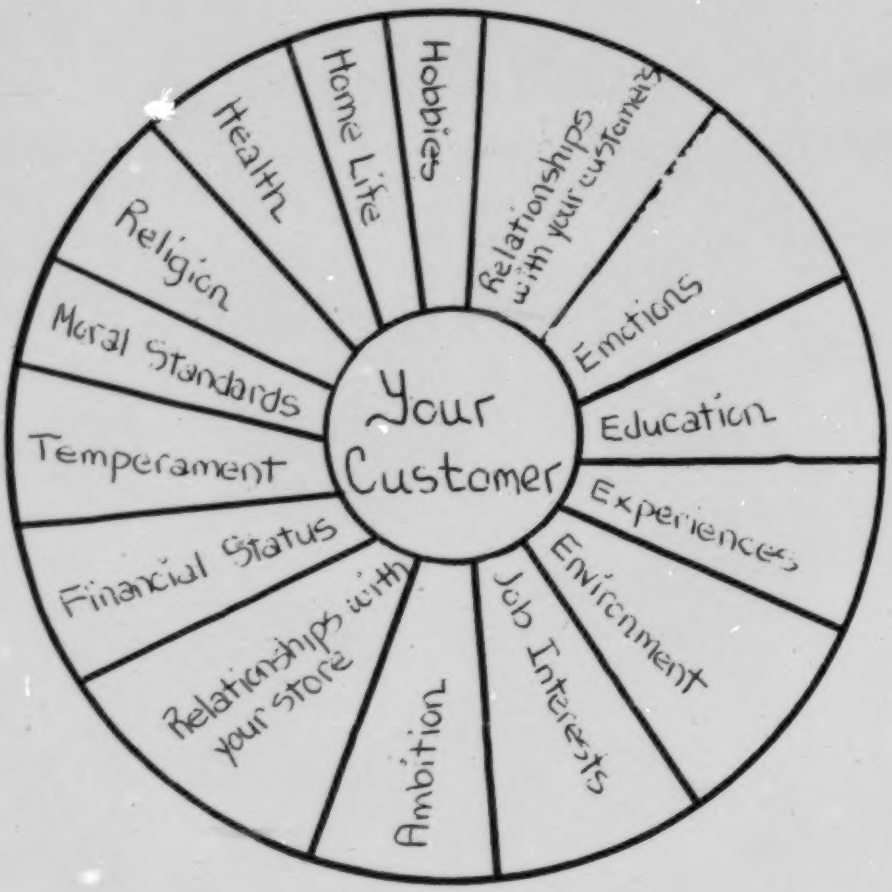
HANDOUT #1-3

YOUR CUSTOMER

Your customer is the sum total of his traits, habits, interests, characteristics, and experiences. All of your customers have good and bad points.

Your customer is motivated and affected by the elements and factors listed below. The following factors will have an important effect on your customer relations, and how you feel about your sales job.

MAKE-UP OF YOUR CUSTOMER'S PERSONALITY


Your Customer
Hobbies
Relationships with your customers
Emotions
Education
Experiences
Environment
Job Interests
Ambition
Relationships with your store
Financial Status
Temperament
Moral Standards
Religion
Health
Home Life

The better you know and understand your customers, the better you will be able to serve them more effectively. Remember that each customer has a personality all his own.

TREAT EACH CUSTOMER AS AN INDIVIDUAL.

HANDOUT #1-4

THE ELEVEN COMMANDMENTS OF GOOD BUSINESS

1. A customer is the most important person in any business.
2. A customer is not dependent on us . . . we are dependent upon him.
3. A customer is not an interruption of our work . . . he is the purpose of it.
4. A customer does us a favor when he calls . . . we are not doing him a favor by serving him.
5. A customer is part of our business . . . not an outsider.
6. A customer is not a cold statistic . . . he is a flesh-and-blood human being with feelings and emotions like our own.
7. A customer is not someone to argue or match wits with.
8. A customer is a person who brings us his wants . . . it is our job to fill those wants.
9. A customer is deserving of the most courteous and attentive treatment we can give him.
10. A customer is the person that makes it possible to pay your salary.
11. A customer is the life-blood of this and every other business.

ORDER-TAKER vs. PROFESSIONAL SALESPERSON

The order-taker finds the item that the customer asks for, writes out a sales slip, and makes change and wraps the package. Some order-takers cannot even manage to stay pleasant while they are performing these simple tasks!

The professional salesperson creates wants and needs that never existed before. The professional salesperson goes beyond the level of merely filling current demand. The professional will create demand for new products, new brands, new methods, new concepts of living.

WHAT KIND ARE YOU?

INITIATIVE

The world bestows its big prizes, both in money and honors, for but one thing, and that is INITIATIVE. What is INITIATIVE? I'll tell you: It is doing the right thing without being told.

But next to doing the right thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion.

Next there are those who never do a thing until they are told twice: such get no honors and small pay.

Next, there are those who do the right thing only when Necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard luck story.

Then, still lower down on the scale than this, we have the fellow who will not do the right thing, even when someone goes along to show him how and stays to see that he does it: he is always out of a job, and receives the contempt that he deserves, unless he happens to have a rich Pa, in which case Destiny patiently awaits around the corner with a stuffed club.

TO WHICH CLASS DO YOU BELONG ??

-- Elbert Hubbard

HANDOUT #I-7

REMEMBER ME

I'M THE FELLOW WHO GOES INTO A RESTAURANT, SITS DOWN, AND PATIENTLY WAITS WHILE THE WAITRESS DOES EVERYTHING BUT TAKE MY ORDER.

I'M THE GUY WHO GOES INTO THE GROCERY STORE AND STANDS QUIETLY WHILE THE CHECKERS FINISH THEIR CHIT-CHAT.

I'M THE MAN WHO DRIVES INTO A GAS STATION AND NEVER BLOWS HIS HORN BUT WAITS FOR THE ATTENDANT TO FINISH READING HIS COMIC BOOK.

YOU MIGHT CALL ME A GOOD GUY, BUT DO YOU KNOW WHO ELSE I AM? I'M THE FELLOW WHO NEVER COMES BACK -- BECAUSE YOU DIDN'T RECOGNIZE ME, AND IT AMUSES ME TO SEE YOU SPENDING THOUSANDS OF DOLLARS EACH YEAR TO GET ME BACK.

I WAS THERE IN THE FIRST PLACE -- AND ALL YOU HAD TO DO WAS SHOW ME A LITTLE COURTESY AND GIVE ME A LITTLE SERVICE, AND GIVE ME QUALITY FOR MY MONEY.

"THE CUSTOMER"

GOOD BUSINESS

If I possessed a shop or store
I'd drive the grouches off my floor
I'd never let some gloomy guy
Offend the folks who came to buy;
I'd never keep a boy or clerk
With mental toothaches at his work,
Nor let a man who draws my pay
Drive customers of mine away.

I'd treat the man who takes my time
And spends a nickel or a dime
With courtesy and make him feel
That I was pleased to close the deal,
Because tomorrow, who can tell?
He may want stuff I have to sell,
And in that case then glad he'll be
To spend his dollars all with me.

The reason people pass one door
To patronize another store,
Is not because the busier place
Has better silks or gloves or lace,
Or cheaper prices, but it lies
In pleasant words and smiling eyes;
The only difference, I believe,
Is in the treatment folks receive.

It is good business to be fair,
To keep a bright and cheerful air
About the place, and not to show
Your customers how much you know;
Whatever any patron did
I'd try to keep my temper hid,
And never let him spread along
The word that I had done him wrong.

Edgar A. Guest

RULES FOR A PERFECT DAY

JUST FOR TODAY I will try to live through this day only---and not tackle my whole life's problems at once. I can do some things for twelve hours that would appall me if I had to keep them up for a lifetime.

JUST FOR TODAY I will adjust myself to what is and not try to adjust everything to my own desires. I will take my family, my business, and my luck as they come and fit myself to them.

JUST FOR TODAY I will take care of my body. I will exercise it, care for it, and nourish it and not abuse it, nor neglect it, so that it will be a perfect machine for my will.

JUST FOR TODAY I will try to strengthen my mind. I will study, I will learn something useful, I will not be a mental loafer all day. I will read something that requires effort, thought and concentration.

JUST FOR TODAY I will exercise my soul in three ways to wit:

1. I will do somebody a good turn and not get found out. If anybody knows of it, it will not count.
2. I will do at least two things I don't want to do just for exercise of will power.
3. I will not show anyone that my feelings are hurt. They may be hurt, but today I will not show it.

JUST FOR TODAY I will be agreeable, I will look as well as I can, dress as becomingly as possibly, talk low, act courteously, be liberal with praise, and criticize not one bit, nor find fault with anything, and try not to regulate nor improve anyone.

JUST FOR TODAY I will have a program. I will write down just what I expect to do every hour. I may not follow it exactly, but I'll have it a pattern to follow. It will save me from two pests---hurry and indecision.

JUST FOR TODAY I will have a quiet half hour all by myself, and relax. In this half hour sometime I will think of God so as to get a little more perspective to my life.

JUST FOR TODAY I will be unafraid. Especially I will not be afraid to be happy, to enjoy what is beautiful, to love and to believe that those I love, love me.

-- AUTHOR UNKNOWN

Effective Retail Sales Training Program

By

Adult Distributive Education Department

12 Hours of Training
in

'Effective Retail Salesmanship'

CLASSES OFFERED BY THE ADULT DISTRIBUTIVE EDUCATION DEPARTMENT

- SALES TRAINING
- CASHIER-CHECKER TRAINING
- HUMAN RELATIONS
- SUPERVISORY TRAINING
- TOURIST PROMOTION TRAINING
- MANAGEMENT TRAINING
- SPECIALIZED TRAINING CLASSES
- SPECIALIZED CLINICS AND PROGRAMS

NOTE:

THE ABOVE ARE OFFERED BOTH DAY AND NIGHT ON A YEAR-ROUND BASIS.

TRANSPARENCY #1-3

PURPOSE OF CLASS

1. PROVOKE THOUGHT.
2. INCREASE YOUR SALES.
3. LEARN FROM OTHERS.
4. LEARN STEPS AND TECHNIQUES OF SELLING.
5. DEVELOP CONFIDENCE AND COMPOSURE.
6. DEVELOP ENTHUSIASM.
7. LEARN DIFFERENCE BETWEEN THE PROFESSIONAL AND THE "ORDER-TAKER".
8. IMPROVE CUSTOMER RELATIONS AND SERVICE.

TRANSPARENCY #1-4

OPPORTUNITIES FOR EMPLOYMENT:

Department Stores
Variety Stores
Discount Stores
Specialty Stores
Gift Stores
Drug Stores

REMEMBER TO:

Apply at the Personnel Office or to the Manager
Follow up on the application
Apply at a variety of stores
Apply as soon as possible

YOU ARE

IMPORTANT

TRANSPARENCY #1-6

YOU ARE IMPORTANT TO:

Yourself

Your Customers

Your Department and Store Manager

Your Fellow Workers

Store Owners

SALESPEOPLE DRESS FOR:

THE CUSTOMER

THE EMPLOYER

THEMSELVES

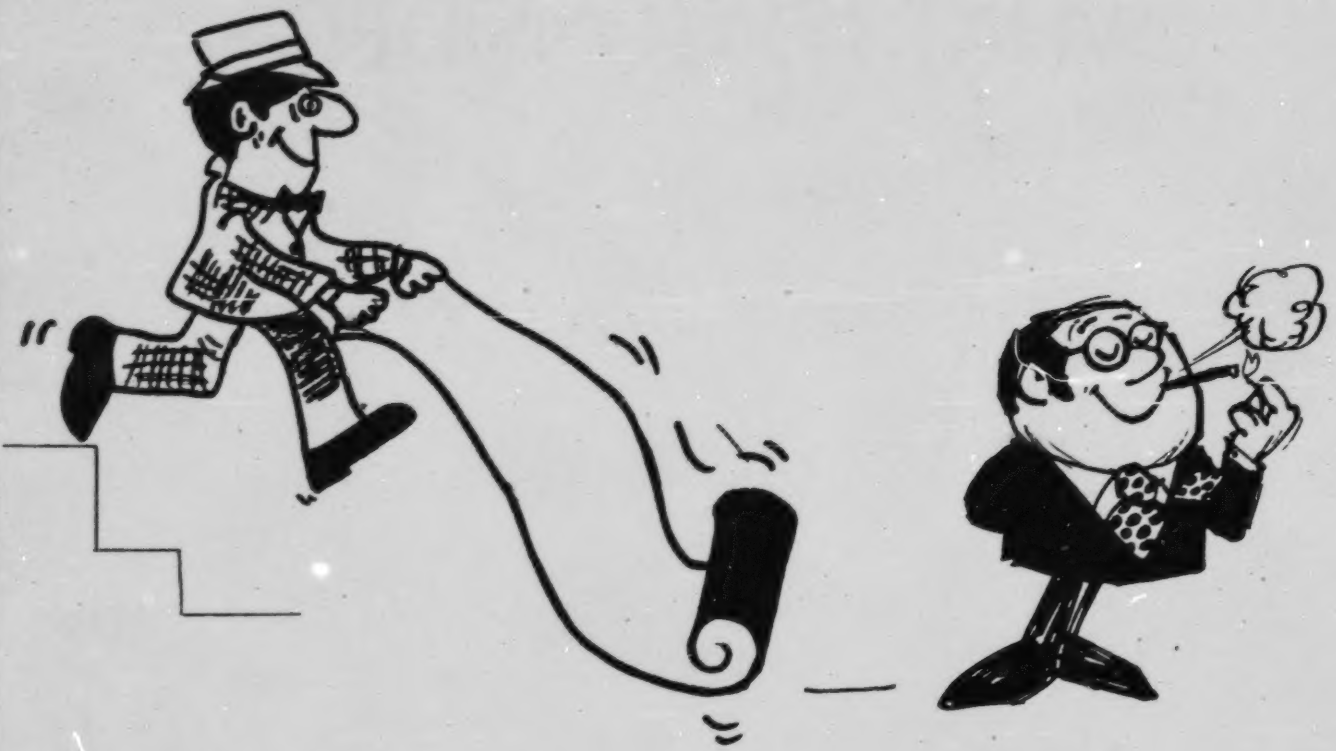
WHAT TO CONSIDER:

1. YOUR APPEARANCE IS PART OF THE STORE DECORATION.
2. WHAT DO THE REGULAR CUSTOMERS IN THE STORE WEAR?
3. WHAT SHOULD YOU WEAR TO BE COMFORTABLE?
4. WHAT DOES YOUR EMPLOYER REQUIRE?

When We Meet The Customer

REMEMBER

The U Comes Before The ME



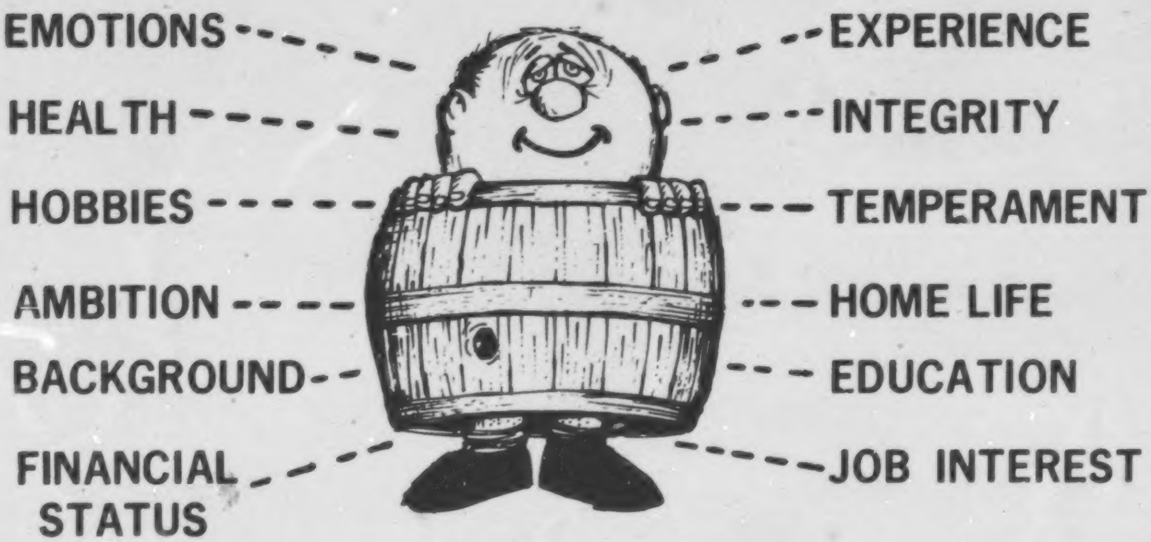
10% OF THE PEOPLE ARE HARD TO GET ALONG WITH ALL OF THE TIME.

WE ARE ALL HARD TO GET ALONG WITH 10% OF THE TIME.

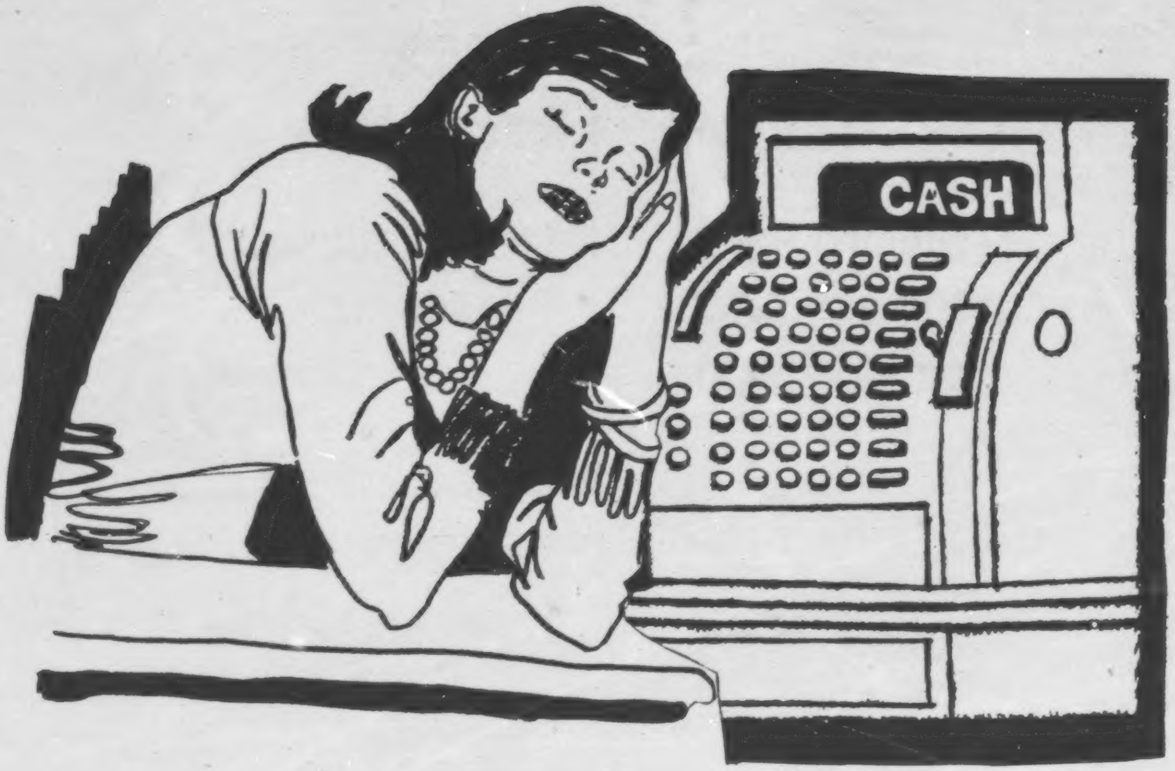
ARE 10% OF YOU HARD TO GET ALONG WITH ALL OF THE TIME?

TRANSPARENCY #1-10

AN INDIVIDUAL


EMOTIONS
HEALTH
HOBBIES
AMBITION
BACKGROUND
FINANCIAL STATUS
EXPERIENCE
INTEGRITY
TEMPERAMENT
HOME LIFE
EDUCATION
JOB INTEREST

AN INDIVIDUAL IS THE SUM TOTAL OF HIS TRAITS, CHARACTERISTICS, HABITS, BELIEFS, INTERESTS, EXPERIENCES --- HIS STRENGTHS AND HIS WEAKNESSES --- GOOD QUALITIES AND SHORT-COMINGS ....

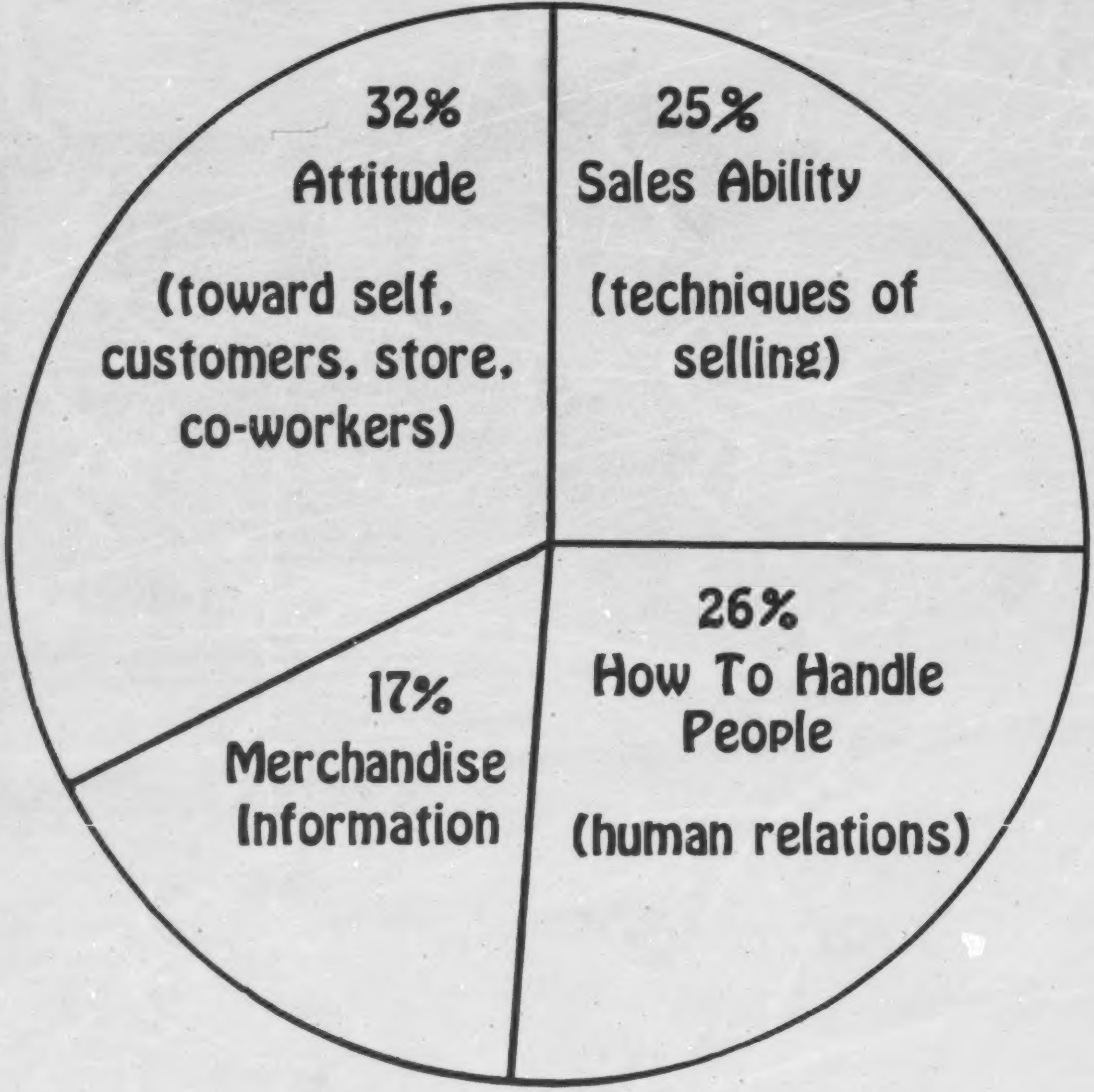


You're just a customer:

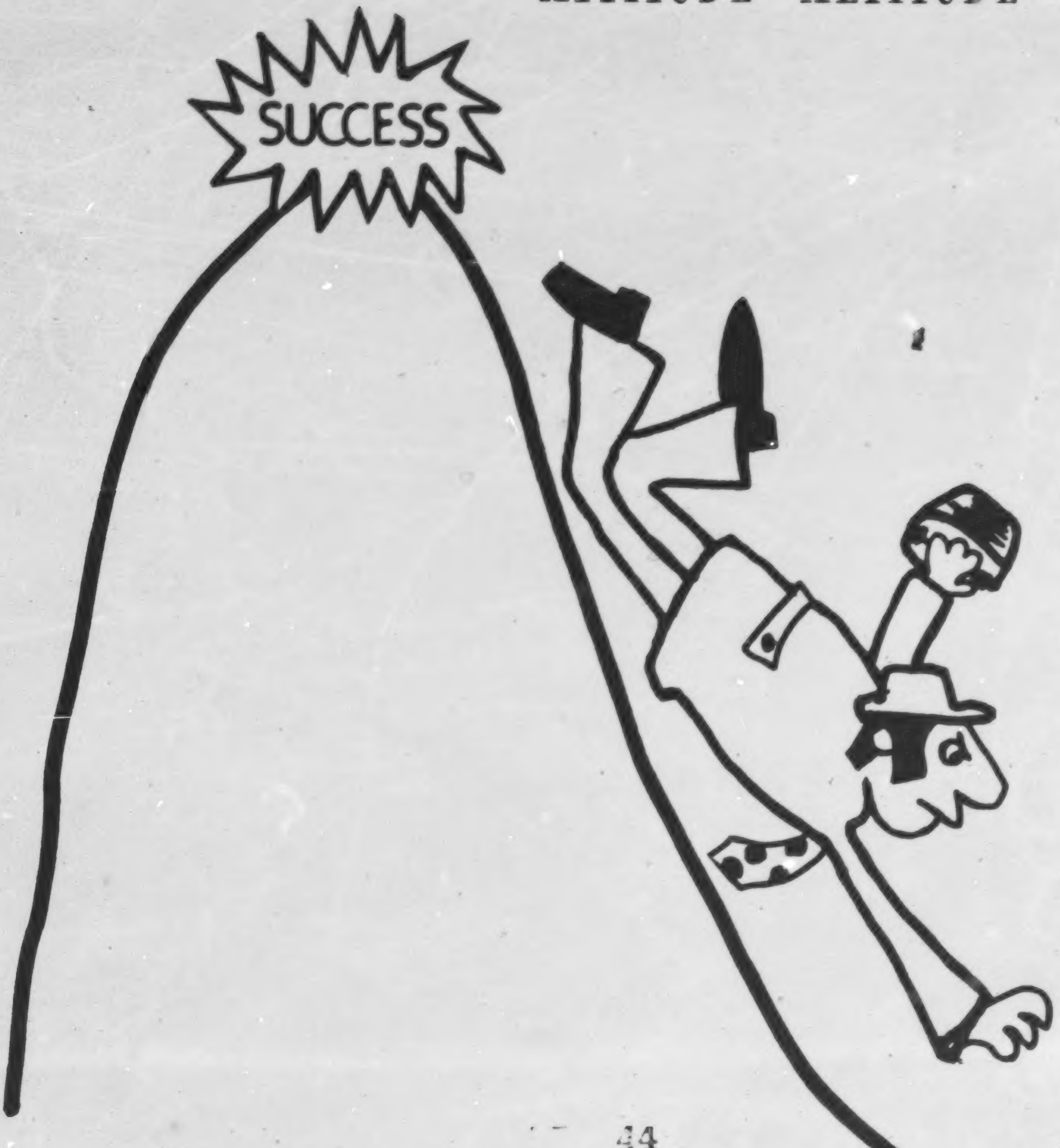
I WORK HERE

TRANSPARENCY #1-12

WHAT MAKES A SUCCESSFUL SALES PERSON?



ATTITUDE=ALTITUDE



SESSION 2

Approaches and Presentations

WATCH CAREFULLY TO SEE HOW A PROSPECT RESPONDS TO YOUR APPROACH. THEN GUIDE YOURSELF ACCORDINGLY.

SESSION 2: APPROACHES AND PRESENTATIONS

Instructional Outline	Methods
I. Review of Session 1.	Have the class fill out HANDOUT #2-1, "Customer Relations." Discuss it and review the first session. See Pg. 133 for correct responses.
II. Sales Demonstration Assignment.	Give suggestions for sales demonstration at the last session.
A. 5-8 minutes in length. B. Sell something of interest to you, related to your department, and that will involve some salesmanship. C. Plan to bring related items to sell. D. Will not be graded on demonstrations--it is for your improvement.	
E. Customer will buy, but will have some objections to make the situation realistic.	It is best for instructor to serve as customer. This allows you to bring out points that need discussing.
III. Why is the Customer Skeptical of You?	
Positive thinking and good salesmanship go together. The topics relating to the techniques of selling will be discussed in this manner. However, we need to realize that the average customer is skeptical of you as a salesperson.	Discuss this idea.
A. High pressure selling in past. B. Dishonesty on the part of some salespeople. C. Salespeople often try to sell merchandise unsuited to customer's needs. D. Service is often poor after the sale. E. Often customers are skeptical because they are uncertain of what they want and therefore, are afraid to get involved with a salesperson. This is why they try to stay out of the situation by saying "No, thanks, I am just looking", etc.	TRANSPARENCY #2-1. Add ideas from the group.
With these factors in mind, we need to be on our toes at all times and try to overcome this skepticism on the part of the customer.	

SESSION 2: APPROACHES AND PRESENTATIONS

Instructional Outline	Methods
IV. What should a good salesperson know to effectively deal with the customer?	TRANSPARENCY #2-2 (5 pages).
A. Know yourself. 1. Appearance. 2. Enthusiasm. 3. Initiative. 4. Tact. 5. Courtesy. 6. Self-control. B. Know your merchandise. 1. What you have. 2. What is new. 3. What is on order. 4. How to use merchandise. 5. Special features. 6. Prices. C. Know your company. 1. History. 2. Goals. 3. Rules and regulations. 4. Organizational chart. 5. Store layout -- location of merchandise. D. Know your customer. 1. Wants -- Needs. 2. Interests. 3. Personality.	
E. What should you consider about the customer's personality?	TRANSPARENCY #2-3.
V. Steps of a Sale.	Ask: Before we get into the specific techniques of selling, can anyone here name the logical order of a sales presentation? Discuss reactions of class.
A. Steps of a sale include: 1. Preapproach. 2. Approach. 3. Presentation. 4. Objections. 5. Close. 6. Suggestion selling.	List and discuss the steps of a sale. TRANSPARENCY #2-4.

SESSION 2: APPROACHES AND PRESENTATIONS

Instructional Outline	Methods
	Stress the importance of learning and using the steps of a sale in a planned and logical manner. Planning and preparation produce results in selling.
B. Can be summed up as the AIDA Formula for selling. 1. Attention - Approach. 2. Interest - Approach and Presentation. 3. Desire - Presentation and Answering Objections. 4. Action - Close and Suggestion Selling.	TRANSPARENCY #2-5. Cover right side first to show the steps in reaching the customer. Cover left side next to show the steps of a sale. Uncover the entire transparency to show the relationship between sales person and customer's steps through the sale. Compare the AIDA Formula with "The Eleven Ways to Lose a Customer," HANDOUT #2-2.
VI. The Approach.	
A. The first 10 or 15 seconds of the sale oftentimes determines the success or failure of a sales presentation. 1. After the customer has entered your department and you as a salesperson feel that they are interested in merchandise within your department -- the next 10 seconds can mean the difference between success or failure. 2. Never approach an individual who seems to be using your department as a walkway to another area of the store. This only annoys people with your store.	Stop -- wait for 10 seconds without talking.
B. The approach in selling is similar to taking a trip. If you get on the right road and get started on schedule, then the possibilities of successfully reaching your destination are good. The same is true of a good approach -- start right and your chances of successfully completing the sale will be much greater.	

SESSION 2: APPROACHES AND PRESENTATIONS

Instructional Outline	Methods
VII. Objectives of the Approach. A. Welcome the customer (guest) to the store and make him or her feel at ease. It is absolutely necessary to make your customer feel at home during the approach. B. Make a favorable impression on the customer and create a favorable atmosphere for the customer to buy merchandise. C. Determine the type of merchandise the customer is interested in. D. Allow yourself to study the customer and tune in his or her needs. The approach gives you an opportunity to size up your customer and to determine his needs. Sometimes we call this "empathy," which is the ability to understand the feelings, needs or ideas of others. Putting yourself in the place of your customer allows you to better serve your customer.	As a salesperson you have several objectives to accomplish during the approach. Get some ideas from the group.
VIII. Elements of a Good Approach. A. Be prompt and enthusiastic. B. Be positive in nature. C. Be sincere, friendly and courteous. D. Indicate a desire to serve the customer rather than sell to the customer.	
IX. Factors in Developing a Good Approach. A. Promptness. 1. Show customers you desire to help by approaching as soon as the customer enters the department. 2. Acknowledge with a smile; the best ice-breaker with any customer is a friendly smile. 3. If you are busy with another customer, say "I will be with you in a moment." 4. Make the effort and show her that she is important. 5. Be as prompt in serving a customer returning a package as in serving a prospective customer. Service is the key to selling. 6. The customer comes first--stock work, record keeping, telephone calls and conversations with other salespeople should be stopped immediately. When J.C. Penney used to visit his stores, if he saw a customer waiting while the salesperson did stockwork he would fire them on the spot.	Now that we know what an approach should contain and accomplish, let's decide what factors will aid us in developing a good approach to use with our customers.

Instructional Outline	Methods
7. The only person who (perhaps) enjoys waiting for service is the patient in a dentist's office.	
8. Your customer will feel ignored after 10 seconds if she is not noticed. (Show the group how long 15 seconds, 30 seconds and 1 minute is to a customer waiting for service.)	
9. A prompt approach will gain the favorable attention of your customer, which is necessary to begin an effective sales presentation.	
10. Your store spends money to get people to visit your department. An average store spends 35¢ for every visitor to the store. Make your guests "paying guests."	
B. What you say.	
1. A pleasant voice is a must. Speak directly to your customer.	
2. Words should be spoken fully, clearly and with sufficient volume. 46% of the people you talk to have a defect in the ability to hear you speak at the pitch of a usual conversation.	
3. Look directly at your customer. a. More effective. b. Can watch reactions. c. Customer might be deaf, mute, etc. d. People show opinions by gestures as well as words.	
4. Pronounce and use words correctly. People have enough trouble understanding us as it is.	HANDOUT #2-3, "Putting in a Good Word for the Merchandise." Ask the group to try to use these words in their sales demonstration.
5. Try to use proper English -- "Them books are new" or "I ain't busy" will turn off many of your customers.	
6. Avoid using slang words. They may offend your customer.	
7. Use variety in describing your merchandise. Make your merchandise exciting to the customer. Draw a mental picture with your descriptive words.	Example: "Mrs. Jones, your husband will enjoy wearing these slacks. They are made of dacron and wool, lightweight, comfortable and they wear like iron."
C. Appearance.	
1. Your dress and general appearance either impresses the customers or causes them to lose respect for you and the store.	
2. Name badges should be worn when appropriate.	

Instructional Outline	Methods
D. Attitude. 1. Your attitude is a reflection of yourself, and your customer can see what you really think of yourself, the customers, and of your job. A positive and proper attitude is necessary for dealing with your customers. You must like your customers, respect them, and desire to be of service. If you are sincere in this approach, then your customer will respond favorably to your approach. 2. Anyone can serve the pleasant customer, but it takes a professional with the right attitude to serve the difficult and hard-to-live-with customer. E. Posture and Bearing. 1. Stand erect and on both feet. Ladies, if your feet hurt, bring extra shoes to rest your feet. Contrary to popular belief, counters were not made to hold up salespeople. 2. Avoid a "slouch." 3. Walk with a purpose, don't walk as if you were on your last mile. 4. Don't stand like a wooden soldier when you are working with a customer. F. Facial Expressions. 1. Look your customer in the eye--if you don't, the customer might think you are hiding something or that you are dishonest. 2. Smile.	
a. What causes you to smile? (1) You like people in general. (2) You realize the value of a smile. (3) You have the habit of smiling.	Ask this question and then go on to give the answers.
b. When should you smile? (1) When greeting customers. (2) When returning a customer's smile. (3) When a customer is grouchy, a pleasant smile can often melt the grouchiest customer. (4) When closing the sale. (5) When thanking the customer for the purchase.	Ask this question and then go on to give the answers.
c. How should you smile? (1) With eye contact. (2) Without an artificial expression--be sincere about it. (3) With ease--it takes 3 muscles to smile and 27 to frown. Be lazy--smile.	Ask this question and then go on to give the answers.

Instructional Outline	Methods
d. Why should you smile? (1) Wins customers. (2) Encourages customers to talk. (3) Helps customers to buy. (4) Encourages repeat business. (5) Develops good public relations image. e. Don't make your store look like a funeral parlor--smile. Never look preoccupied--don't get involved with stock work and forget to be interested in your customer.	Ask this question and then go on to give the anwers.
X. Four Types of Approach in Retail Selling.	HANDOUT #2-4, "Effective Sales Approaches." Briefly explain the four basic types of approach: - Service Approach - Greeting - Personal Approach - Merchandise Approach Ask the group to rate each type based on their own experience in shopping, indicating which is most commonly used to which is least common. Put the results of the survey on the chalkboard but do not comment on it here. Continue presentation.
A. Service Approach. 1. Most commonly used. 2. Usually least effective. 3. Used with a question "Can I help you?" "Is someone helping you?" etc. 4. Usually this approach gets negative response from the customer. "No, thank you, I'm just looking." You are striving for positive (yes) responses in your sales presentation, thus phrase statements so you will receive positive answers. 5. Use service approaches when several customers are waiting when you return from a break or a meal, or when you are extremely busy.	

SESSION 2: APPROACHES AND PRESENTATIONS

Instructional Outline	Methods
6. Never use in normal selling situations (when there is available time for each customer)—it just doesn't get the results you are looking for.	
B. Greeting Approach.	
1. Welcome customer to store by friendly and positive greeting.	
2. Example: "Good morning, sir, welcome to the ABC Varsity Shop."	
3. This is usually effective in establishing a good relationship with your customer.	
4. Use greeting approach when customer is entering the department, or when he acknowledges your presence.	
5. Will produce a favorable response from customer.	
6. Never greet a customer with "How are you today?" or "How are you feeling?" They will often tell you and you will be listening to their troubles rather than selling merchandise.	Illustrate a situation with a hypochondriac.
C. Personal Approach.	
1. Recognize the customer on an individual basis. This approach personalizes the initial contact and any customer likes to be shown special recognition.	
2. Example: "Good morning, Mr. Williams, how is your son getting along at the university? By the way, we received a new shipment of fall and winter sport coats that he would like." etc.	
3. Use this approach every opportunity you get. If you don't know the customer, make an attempt to learn his name and personal information and use it in the future.	
D. Merchandise Approach.	
1. Is used when a customer is looking at or examining merchandise.	
2. Use this approach by making a statement or asking a question about the merchandise of interest to customer.	
3. This approach is very effective in getting the sale off to a good start and determining merchandise of interest to the customer in an efficient and business like manner.	
4. Use every time the customer is looking at merchandise. This is the most productive and effective approach you can use in retail selling.	

Instructional Outline	Methods
5. If possible, use the personal and merchandise approach together for remarkable results. 6. Of course, you wouldn't use this approach unless the customer is looking at merchandise.	At this point have the class rate the four types of approaches according to their effectiveness in most selling situations. If time permits, have the class give you examples of how they will use the various approaches in a selling situation.
XI. Negative Approaches.	As we have mentioned, the strategy in selling is to get positive reactions from your customers, not negative responses.
A. "May I help you?" or sometimes "Can I help you?" Think how tiresome it must be to your customers to hear this old refrain throughout the various stores. This approach is indefinite, commonplace, trite, uninteresting and conveys no information to your customer. This question is a waste of time because this is the very reason you are here--to help your customers. It usually brings a negative reply. Please don't use this approach without thinking about it first. For your benefit, your customers' and the store's benefit, don't use the following: 1. What will you have? 2. Something for you? 3. Yes? 4. Could I assist you? 5. Is someone helping you, dearie? 6. Can I fix you up today?	Remember, the customer who has to approach you to be served makes you an order-taker rather than a professional.
B. "That dress is $29.95." The dress is plainly marked for the customer to see. It is certainly not a friendly greeting and it sounds almost insulting. Your customer may think you feel she can't afford the dress, or that you are discouraging her from buying it. NEVER mention price in your approach.	
C. "The large sizes are over there." A customer is looking in the smaller size dresses and she will	

Instructional Outline	Methods
wear a much larger dress. The statement "the larger sizes are over there" may insult the customer. How do we know she is buying a dress for herself? She may be buying for her daughter. Until the customer tells you what she is looking for, it is too risky to make a negative comment. D. NEVER assume the customer will buy or want exactly what she is looking at. E. "That is the sharpest looking tie in the store." This type of approach will get you into trouble. The customer may think the color is horrible and then you start the sales situation off on a negative note. Also, do not state your personal preference for merchandise in your approach, and please do not make wild and unbelievable claims for your merchandise in the approach--or at any time, for that matter. F. The above examples should point out that extreme care should be used in approaching customers and phrase the wording of the approach so as to get a positive reply and not insult the customer. G. This summarizes briefly the approach in retail selling. 1. Steps of a sale. 2. Importance of the approach. 3. Purposes of the approach. 4. Elements of a good approach. 5. Factors important in developing a good approach.	
6. Types of approaches and when to use. 7. Practices that create an unfavorable impression. a. Chewing gum and eating on the job. b. Pencil behind ear or in hair. c. Sloppy appearance. d. Dirty hands and nails. e. Ignoring customers while talking to other salespeople or doing stock work. f. Slang words and poor English. 8. Results of a good approach. a. Shortens the distance between the salesperson and the customer. b. Puts customer in a "yes" response mood. c. Saves time in making the sale.	TRANSPARENCY #2-6 (2 pages).
d. May lead to permanent customers for yourself and the store.	Ask for additional comments from the class on approaches in retail selling. List on the chalkboard or flipchart.

SESSION 2: APPROACHES AND PRESENTATIONS

Instructional Outline	Methods
XII. Types of Customers.	
A. The majority of your customers will fall into one of six categories. Let us again emphasize that customers should be treated as individuals. Customers may also change from one type to another over a period of time. However, there are some characteristics and traits that will give us a general guideline to follow in dealing with our customers.	
B. How to recognize and handle types of customers.	Ask the class to name the various types of customers they encounter in selling. TRANSPARENCY #2-7. Add ideas of the group. Passout HANDOUT #2-5, "Types of Customers" and discuss.
C. With experience and being observant you can size up your customers more effectively. This knowledge will enable you to better serve your customers and also to do a better job of selling.	
XIII. Presentation of Merchandise.	
A. Elements of a good presentation. 1. Regardless of how much you know about the merchandise you sell, unless you present it effectively you will never accomplish all that is possible. Many sales are lost daily through indifference, carelessness and sloppy, improper techniques of presenting merchandise. Presenting merchandise is similar to presenting a play. If you do not prepare, coordinate, and present it smoothly then it will flop. 2. Key things for you to consider in presenting merchandise. a. Find out what the customer wants. b. Present promptly. c. Show proper quantity and quality. d. Demonstrate the merchandise. e. Appeal to the senses. f. Stress benefits and values to the customer.	
B. Buying motives. 1. People buy merchandise and services because of specific reasons and motives. A knowledge of	

Instructional Outline	Methods
why people buy and what type motives your products inspire is essential for an effective presentation.	
2. Knowledge of why people buy will make your selling more effective. Poeple buy because of specific reasons and motives. Analyze your product or service and relate the sales presentation to the customer's buying motives, and your sales record will zoom up.	
3. The majority of your customers buy from habit and emotion, not reason or logic. Therefore, you should appeal to the emotions in selling while at the same time giving them logical reasons for buying your merchandise. People buy advantages and results, not products as such.	
4. Recognize that buying is satisfying desires and that people will buy from you either to realize a gain or to avoid a loss.	
5. Why do customers buy your merchandise?	TRANSPARENCY #2-8.
6. Determine the buying motives having the strongest appeal to your customer and use them regularly in your sales presentation. Concentrate on one motive when possible.	
7. Remember that knowledge of buying motives give you selling power.	HANDOUT #2-6, "Don't Sell Me Things." Have class members give examples of buying motives related to products they are selling, or might sell. On the chalkboard list examples given by class members. Encourage class to analyze their merchandise and appeal to motives that will be of interest to their customers. Show how each motive is based on habit, emotions, or reason. Stress that only one buying motive should be used at a time, so you do not confuse the customer. Sell satisfaction -- know what it will

Instructional Outline	Methods
	do -- know why it will do it.
XIV. Using Your Senses to Present Merchandise. A. How much does your customer remember about a presentation? 1. 10% of what he hears. 2. 35% of what he sees. 3. 65% of what he sees and hears. B. The more senses you appeal to the more effective the presentation. C. The old saying "a picture is worth a thousand words" is very true in selling. Show as you talk about the merchandise.	
XV. Selecting the Right Price Range.	
A. Sometimes we encounter difficulties in determining which price range to show first. Some retailers will say show expensive (higher quality) items first. Others say show the middle price range and this will allow the salesperson to go up or down without too much difficulty. Still others say play it by ear.	Get ideas from the class. Place on the chalkboard High, Medium, Low. Say "If you start with the medium price you have two ways to go -- otherwise you only have one choice."
B. Your policy on which price range to show first will depend on: 1. Your customer -- what is he or she looking for. Determine this before you show anything. 2. Type of merchandise carried by your store (high fashion, median price, bargain goods, etc.) 3. Policy of your store and department. C. Rules to follow concerning price. 1. Never invite a discussion of price. 2. Never avoid price if asked by a customer. 3. Never leave price dangling -- mention the values as you mention the price. 4. Do not jump to conclusions or assume too much during the presentation. Wait on cues from the customer before you start getting specific with your presentation.	

SESSION 2: APPROACHES AND PRESENTATIONS

Instructional Outline	Methods
XVI. Know Your Merchandise.	
Knowledge in selling will enable you to survive, succeed, and advance on the job. You need to know your merchandise, your customers and your store and its policies.	
A. Why you should know your merchandise.	
1. Makes your job and work more enjoyable.	
2. Develops your self confidence.	
3. Increases the effectiveness of your sales presentations.	
4. Creates customer confidence.	
5. Increases sales.	
B. What happens if you do not know your merchandise?	
1. Lose sales.	
2. Lose confidence of customers.	
3. Lose customers (average family is worth approximately $500-$800 per year in sales, can you afford to lose your customers?)	
C. What you should know about your merchandise.	
1. Classification and department number of your merchandise.	
2. Prices.	
3. Sizes.	
4. Uses.	
5. Advantages.	
6. Guarantees.	
7. Styles.	
8. Quality of merchandise.	
9. Construction and how made.	
10. Brand names.	
11. Major selling points.	
12. Location in department, in stockroom or storage.	Get other types of needed information from the class.
D. Where can you find information about the merchandise you sell?	
1. From the merchandise itself.	
2. Labels or tags.	
3. Other salespeople.	
4. Buyers.	
5. Managers.	
6. Customers.	
7. Advertising (local and national).	
8. Periodicals and trade magazines.	
9. From manufacturers of products.	
10. Other sources from the group.	HANDOUT #2-7, "Merchandise Information Breakdown Development Chart;" review.

SESSION 2: APPROACHES AND PRESENTATIONS

Instructional Outline	Methods
	Ask the class members to answer all these questions at home about at least one product they sell.
XVII. Techniques of Presenting Merchandise to Customers.	Pass out and discuss HANDOUT #2-8, "Presentation of Merchandise."
A. DO 1. Present goods promptly. 2. Stress value and benefits. 3. Determine interests of the customer. 4. Demonstrate and get merchandise into the hands of the customer. 5. Know why customers buy your merchandise. 6. Appeal to several senses in the presentation. 7. Know your job, your customers, your merchandise and your store. 8. Appreciate your merchandise and what it can do for your customers. 9. Use enthusiasm when talking about your merchandise.	TRANSPARENCY #2-9.
B. DON'T 1. Stress price. 2. Leave customers out of the presentation. 3. Forget motives of your customers. 4. Push your personal preferences onto the customer. 5. Rush the customer. Present at a pace to suit your customer. 6. Confuse the customer with too many items at one time. 7. Start showing merchandise until you determine a general price range; if no preference is stated by your customer, start at the medium price. 8. Ask what price or what type merchandise. This limits your possibilities for a sale, especially if you don't have the specific merchandise you suggest.	Ask for comments from the group on presentation of merchandise. Ask class to start thinking about how to overcome objections and close the sale for the next session.

EVALUATION SHEET FOR SESSION I

CUSTOMER RELATIONS

All of the following statements are either true or false. If the statement is correct write "TRUE", and if anything about the statement is incorrect, write "FALSE". Please write in the space provided by each question. This quiz is for your benefit only. No one else will see this sheet. You can check your accuracy after the group completes the test.

1. ________ With today's liberal attitude toward individual freedom, there is no need to worry about grooming and personal appearance.

2. ________ Most job failures are related to human relations and personality problems---not knowledge of job skills.

3. ________ If you aren't born with a "sales personality" then your prospects of becoming a top notch salesperson are very slim.

4. ________ "Empathy", or looking at the situation from the customer's viewpoint, is as important as knowing the techniques of selling.

5. ________ Basically, all customers are alike and can be handled the same in most selling situations.

6. ________ One of the most important things for you to remember in selling is that people are selfish; they think of themselves first, others second.

7. ________ Your first concern as a salesperson should be to sell merchandise to customers.

8. ________ A survey indicated that over 50% of elements necessary for success in selling dealt with human relations and attitudes, not sales techniques and merchandise knowledge.

9. ________ Research has found that the majority of the customers who leave your store do so because of high prices and poor merchandising.

10. ________ Your employer is not your "real" boss.

11. ________ You, not the store owners, are the "key" to the success of the store.

12. ________ The only purpose of this course is to increase your sales.

13. ________ No one else in the world has a personality exactly like your own.

14. ________ Learning a customer's name isn't important as the majority of the store's customers never come back anyway.

15. ________ The best way to be successful in selling is to concentrate on trying to help your customers solve their problems, and not worry about selling.

16. ________ Retail salesmanship is not difficult and anyone can be successful at it without really trying.

HANDOUT #2-2

ELEVEN WAYS TO LOSE A CUSTOMER

1. Don't bother to know anything about clothing; just be glib and hand out the baloney.

2. If you don't know a customer very well, just greet him informally with "Hi ya, fella." That gets things off to a good start.

3. Run down your competitors. Leave no doubt in the customer's mind that they're all crooks.

4. Spread on a lot of talk about politics, the war, and the economic situation. Your prospect will have a good chance to get a lot of gloom off his chest, and put himself in a good frame of mind.

5. When a man asks an involved question about suit construction or fit, tell him it's not important.

6. Even if you can't come within two sizes of fitting him properly, try and sell him what you have. Be sure to tell him you can have the shoulders altered to perfection.

7. If the customer says something you disagree with, start an argument right then and there. Tell him where to get off.

8. Unload all your troubles on him. Misery loves company, and if you both have the blues, you'll both have a swell time together.

9. If he finds what he wants and is ready to buy it, try to sell him something else (because it's more to your personal advantage).

10. When he's ready to walk out without buying, keep right after him. Annoy the hell out of him. You should be doggedly persevering.

11. Turn pale and run like the devil when he says your price is too high.

HANDOUT #2-3

PUTTING IN A GOOD WORD FOR THE MERCHANDISE

COLORS ARE:

Misted
Daring
Jewel-like
Royal
Out-of-doors
Subtle
Glowing
Vibrant
Dramatic
Novel
Subdued
Deep
Strong
Lively
Dark

LINES ARE:

Straight
Square
Rounded
Sculptured
Boxy
Carefree
Unbroken
Blocky
Pencil-like
Smooth
Molded
Draped
Corseted
Suave
Flattering
Rippling
Slinky
Revealing
Sleek
Slenderizing
Feminine
Lithe
Reed-like
Tubular
Thin
Slim
Trim
Youthful

FABRICS ARE:

Velvety
Firm
Supple
Effective
Glossy
Sleek
Glistening
Quaint
Crisp
Smooth
Feather-Weight
Deep
Luxurious
Elegant
Casual
Shiny
Rich
Formal
Dull
Pliable
Sturdy

TRIMMINGS ARE:

Sparkling
Shiny
Twinkling
Gleaming
"Dripping"
Feminine
Quilted
Fringed
Tufted
Metallic
Glamorous
Dramatic
Glittering
Decorative

HATS ARE:

Dramatic
Dashing
Rakish
Pert
Perky
Saucy
Jaunty
Frivolous
Trick

FURS ARE:

Chunky
Lavish
Luxurious
Supple
Graceful
Extravagant
Effective
Rich

ACCESSORIES ARE:

Decorative
Colorful
Elaborate
Slenderizing
Contrasting
Complementing
Interlocking
Crisp
Fresh
Tailored
Glamorous
Glittering
Tricky
Gay
Youthful

EVENING FASHIONS ARE:

Alluring
Sleek
Bewitching
Exquisite
Irresistible
Captivating
Beguiling
Exciting
Youthful
Glamorous
Enchanting
Romantic
Regal
Elegant
Bouffant
Dignified
Fascinating

HANDOUT #2-4

EFFECTIVE SALES APPROACHES

The first ten seconds of the approach often determine the success of the sales presentation. A good approach should:

1. Be prompt and enthusiastic.
2. Be positive in nature.
3. Be sincere and courteous.
4. Indicate a desire to serve rather than sell.

The effective approach will:

1. Welcome the customer (guest) to the store and department and make him or her feel at ease.
2. Make a favorable impression on the customer and create a "favorable atmosphere" for the customer to buy merchandise.
3. Determine the type of merchandise the customer is interested in.
4. Allow the salesperson to "study" the customer and "tune-in" to his or her needs.

Types of approaches in retail selling:

1. SERVICE APPROACH is usually used with a question. For example, "May I help you?" or "Is someone helping you?"

   When is this used?____

2. GREETING APPROACH acknowledges presence of customer by a friendly and positive greeting. For example, "Good morning, sir, welcome to the Men's Varsity Shop."

   When is this used?____

3. PERSONAL APPROACH is used when the salesperson personally knows the customer. For example, "Good morning, Mrs. Jones. I hope your vacation to Florida last week was enjoyable."

   When is this used?____

4. MERCHANDISE APPROACH may be used when a customer is looking at or examining merchandise. Salespeople should make a statement or ask a question about the merchandise in this type approach. For example, "Good morning, sir. That suit is made of 100 percent lightweight wool, has two pairs of pants, and can be worn three seasons of the year. Which color do you like best?"

   When is this used?____

TYPES OF CUSTOMERS

Your effectiveness as a professional salesperson will be greatly increased by your knowledge of the major types of customers and how to treat them. All customers are different and should be treated as individuals. Customers may switch from one type to another over a period of time or under different circumstances. However, the following information will give you a general guideline to follow in working with the customers you serve.

TYPE OF CUSTOMER	HOW TO RECOGNIZE	HOW TO HANDLE
LOOKER (casual) customer	1. Says she is just looking. 2. Moves slowly and fingers merchandise. 3. Often moves away when approached. 4. May buy on impulse.	1. Be pleasant and welcome to look. 2. Don't pressure. 3. Use merchandise approach, if possible. 4. Invite back to store, even if she didn't buy.
TALKATIVE (friendly) customer	1. Friendly, jovial. 2. Likes to talk and gossip. 3. Apt to discuss personal matters. 4. Will hold up other customers.	1. Listen. 2. Don't become personal. 3. Don't gossip. 4. Bring back to merchandise. 5. Don't get impatient.
SILENT (unfriendly) customer	1. Not positive in nature. 2. Not enthusiastic. 3. Talks very little.	1. Don't talk too much. 2. Watch her actions. 3. Demonstrate merchandise. 4. Give selling points slowly. 5. Be patient. 6. Ask questions with a "yes" or "no" answer.
UNDECIDED customer	1. Continually changes mind. 2. Afraid of not getting her money's worth. 3. Often will go home to think about it. 4. Will check with wife/husband. 5. Doesn't know merchandise.	1. Help her to decide. 2. Stress economy and quality. 3. Be firm and convincing. 4. Show variety of merchandise, one at a time. 5. Look for signs of interest.
DECIDED (deliberate/ positive) customer	1. Knows what she wants. 2. Business-like in nature. 3. Direct in manner. 4. Asks for specific items.	1. Show merchandise quickly. 2. Give selling points in direct business-like manner. 3. Let her do the talking. 4. Use caution in suggesting substitutes.
HURRIED, NERVOUS, IMPATIENT customer	1. Quick and abrupt. 2. Nervous actions. 3. Demands attention quickly. 4. Often talks fast and loud.	1. Serve promptly. 2. Sympathize with her problems. 3. Be alert---act quickly. 4. Use caution in suggesting substitutes. 5. Cover steps of a sale as soon as possible.

DON'T SELL ME THINGS

DON'T SELL ME CLOTHES.

Sell me neat appearance -- style -- attractiveness.

DON'T SELL ME SHOES.

Sell me foot comfort and the pleasure of walking in the open air.

DON'T SELL ME FURNITURE.

Sell me a house that has comfort, cleanliness, contentment.

DON'T SELL ME BOOKS.

Sell me pleasant hours and the profits of knowledge.

DON'T SELL ME TOYS.

Sell me playthings to make my children happy.

DON'T SELL ME TOOLS.

Sell me the pleasure and profit of making fine things.

DON'T SELL ME TIRES.

Sell me freedom from worry and low cost per mile.

DON'T SELL ME PLOWS.

Sell me green fields of waving wheat.

DON'T SELL ME THINGS.

Sell me ideals -- feelings -- self-respect -- home life and happiness!!

MERCHANDISE INFORMATION BREAKDOWN DEVELOPMENT CHART

FACTS AND FEATURES:

What it is (name of product).

Who makes it (name of manufacturer or processor).

What it is made of (kind of material: plastic, steel, rayon. cotton, etc.).

How it is made -- manufactured -- processed.

What it will do -- its uses -- purposes.

How it operates -- performs.

Sizes -- colors -- styles -- models available.

How to care for it.

Any services provided (alterations, installations, repairs).

Guarantees or warranties.

Other information which might be useful in the sales presentation such as method of payment, delivery, etc.

SOURCES OF INFORMATION:

Printed material (tags, labels, manufacturer's booklets, etc.).

Advertisements.

Instructions with merchandise.

Salesmen and suppliers' representatives.

Catalogs and trade magazines.

Co-workers.

Customers who have used the product.

Own experience with the product.

Training programs for salespeople.

PRESENTATION OF MERCHANDISE

Regardless of how much you know about your merchandise, unless you present it effectively, all else will have been done in vain. Indifference, carelessness, and improper techniques in presenting merchandise are the causes of many lost sales.

Key points to remember in presenting merchandise:

1. Present promptly.
2. Show proper quantity and quality.
3. Demonstrate the merchandise.
4. Appeal to the senses.
5. Stress benefits (values) to the customer.

Techniques to use in presenting merchandise:

1. Ask questions as you start the presentation -- listen to the customer.
2. Determine, if possible, the needs of the customer before starting presentation.
3. Handle merchandise with care and pride; if you don't value your merchandise, neither will your customer.
4. Display and dramatize (appeal to the senses and demonstrate).
5. Put the merchandise in the hands of the customer; get your customer into the presentation.
6. Use buying motives.
7. Tell points of interest about the product.
8. Adjust presentation to customer needs.
9. Avoid downgrading your competition; it is not ethical and casts suspicion on you as a salesperson.
10. Help the customer to buy -- tell uses, values, quality, etc.
11. Use descriptive terms to make merchandise more desirable.
12. Use enthusiasm when talking about the merchandise.
13. Use specific facts and SELL VALUES, NOT PRICE in the presentation.

Knowledge and appreciation of your merchandise is essential to a good presentation.

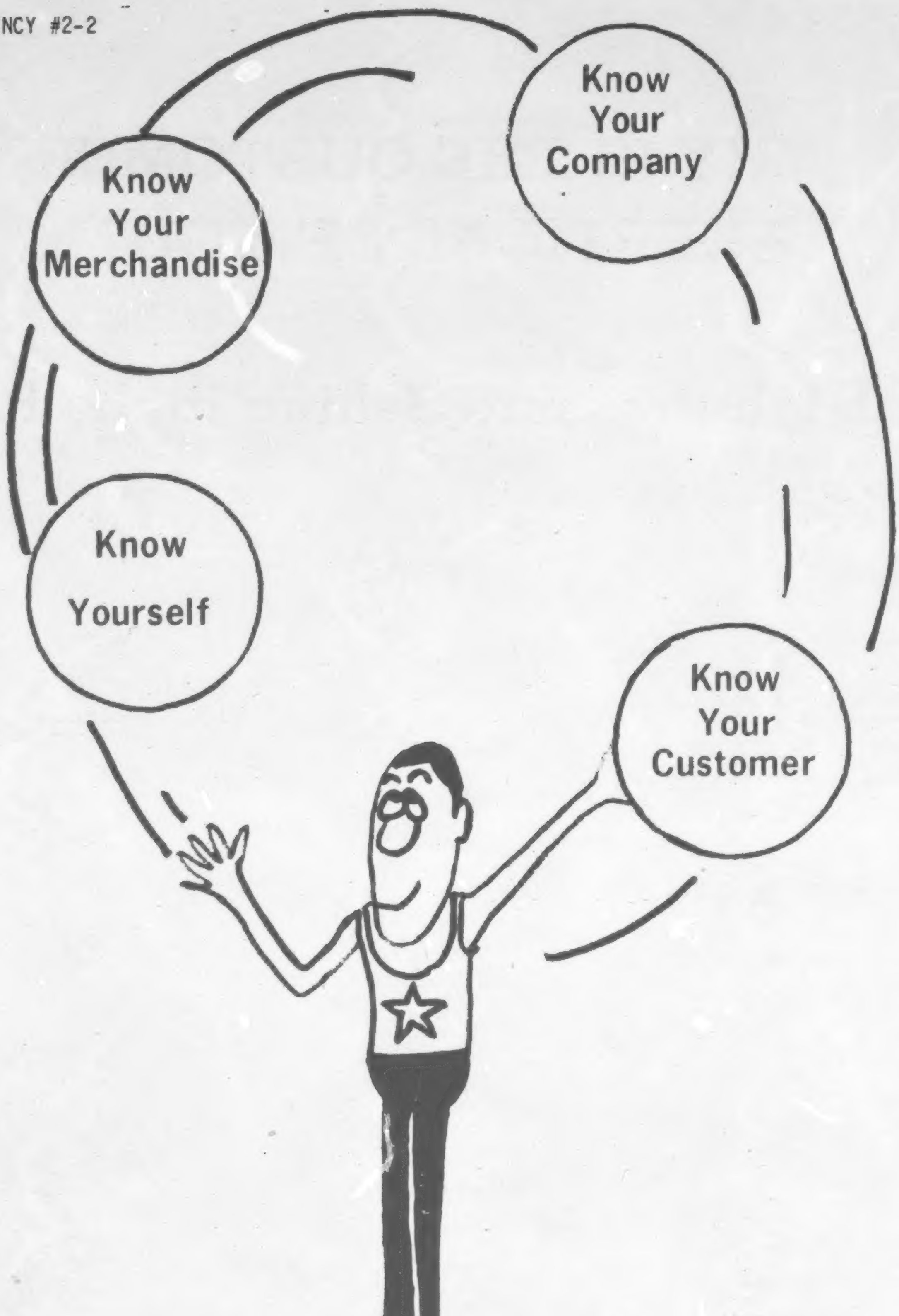
WHY IS THE CUSTOMER SKEPTICAL OF YOU?

* High Pressure Selling in the Past

*

*

*


Know Your Company
Know Your Merchandise
Know Yourself
Know Your Customer

TRANSPARENCY #2-2
(continued)

KNOW YOURSELF

Appearance

Intelligence

Personality

Integrity

Tact

TRANSPARENCY #2-2
(continued)

KNOW YOUR MERCHANDISE

Special Features

Source

History

Uses

TRANSPARENCY #2-2
(continued)

KNOW YOUR COMPANY

ORGANIZATION

POLICIES

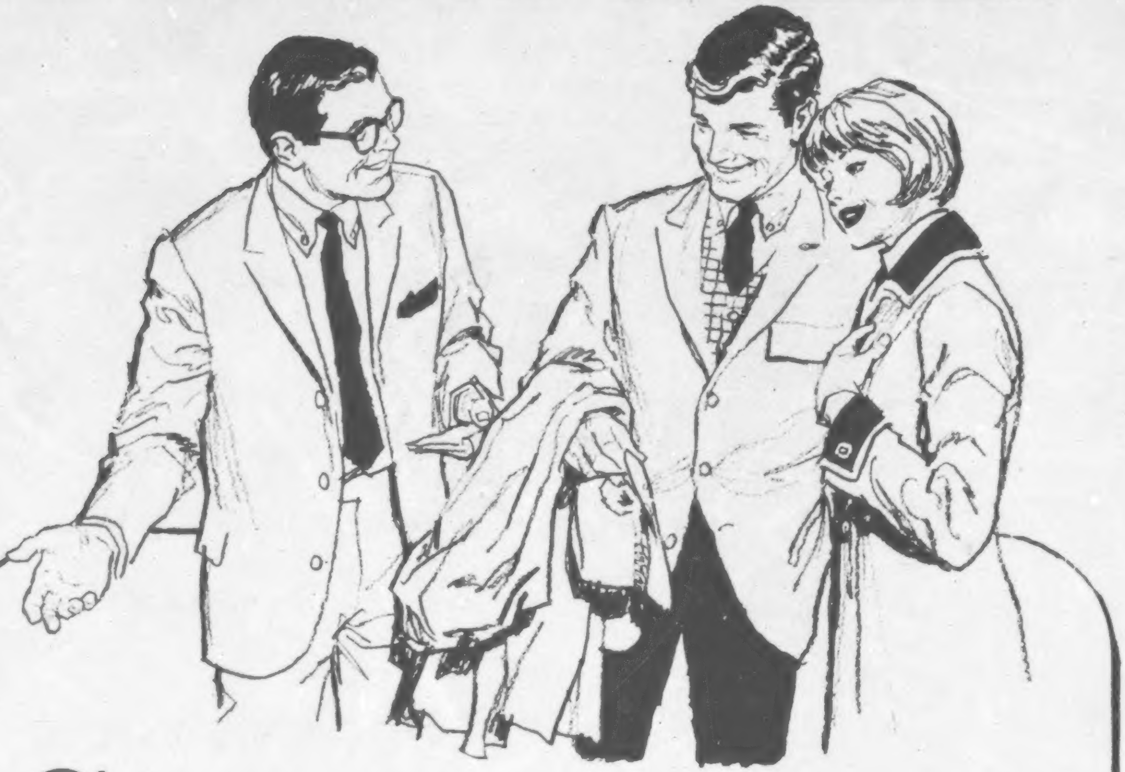
RULES

HISTORY

OBJECTIVES

TRANSPARENCY #2-2
(continued)

KNOW YOUR CUSTOMER



Characteristics

Interests

Needs

Buying Motives

MAKE-UP OF YOUR CUSTOMER'S PERSONALITY

- YOUR RELATIONSHIPS WITH CUSTOMER
- RELATIONSHIPS WITH YOUR STORE
- FINANCIAL STATUS
- MORAL STANDARDS
- JOB INTERESTS
- ENVIRONMENT
- EXPERIENCES
- EDUCATION
- EMOTIONS
- TEMPERMENT
- AMBITION
- RELIGION
- HEALTH
- HOME LIFE
- HOBBIES

REMEMBER THAT EACH CUSTOMER IS AN INDIVIDUAL AND HAS A PERSONALITY ALL HIS OWN.

TREAT EACH CUSTOMER AS AN INDIVIDUAL!

TRANSPARENCY #2-4

STEPS OF A SALE

* Pre-approach
* Approach
* Presentation
* Objections
* Close
* Suggestion Selling

TRANSPARENCY #2-5

WHAT IS THE AIDA FORMULA?

Attention = Approach

Interest = Approach and Presentation

Desire = Presentation and Objections

Action = Close and Suggestion Selling

TRANSPARENCY #2-6

APPROACH NO-NOS

- "May I help you?" is out
- Never mention price in your approach
- Watch insults about customer size
- Don't assume answers
- Don't eliminate possibilities for a sale

TYPES OF APPROACHES IN RETAIL SELLING

- SERVICE APPROACH
- GREETING APPROACH
- PERSONAL APPROACH
- MERCHANDISE APPROACH

PLEASE DON'T USE THE FOLLOWING:

WHAT WILL YOU HAVE ?

SOMETHING FOR YOU ?

YES ?

COULD I ASSIST YOU ?

IS SOMEONE HELPING YOU, DEARIE ?

CAN I FIX YOU UP TODAY ?

TYPES OF CUSTOMERS

Looker (casual)

Talkative (friendly)

Silent (unfriendly)

Undecided

Decided (deliberate-positive)

Hurried-Nervous-Impatient

TRANSPARENCY #2-3

WHY DO CUSTOMERS BUY YOUR MERCHANDISE ?

- GAIN
- PRIDE
- IMITATION
- LOVE
- COMFORT
- FEAR
- CURIOSITY
- RIVALRY
- CONVENIENCE
- RECOGNITION
- ENVY
- SAFETY
- ECONOMY
- NECESSITY
- HEALTH

BUYING MOTIVES GIVE YOU SELLING POWER

KEY POINTS IN PRESENTING MERCHANDISE

DO

- PRESENT PROMPTLY
- STRESS VALUE AND BENEFITS
- DETERMINE INTEREST OF CUSTOMER
- GET CUSTOMER INVOLVED
- KNOW BUYING MOTIVES
- APPEAL TO SENSES
- KNOW YOUR JOB - CUSTOMERS - MERCHANDISE - STORE
- APPRECIATE YOUR MERCHANDISE
- BE ENTHUSIASTIC

DON'T

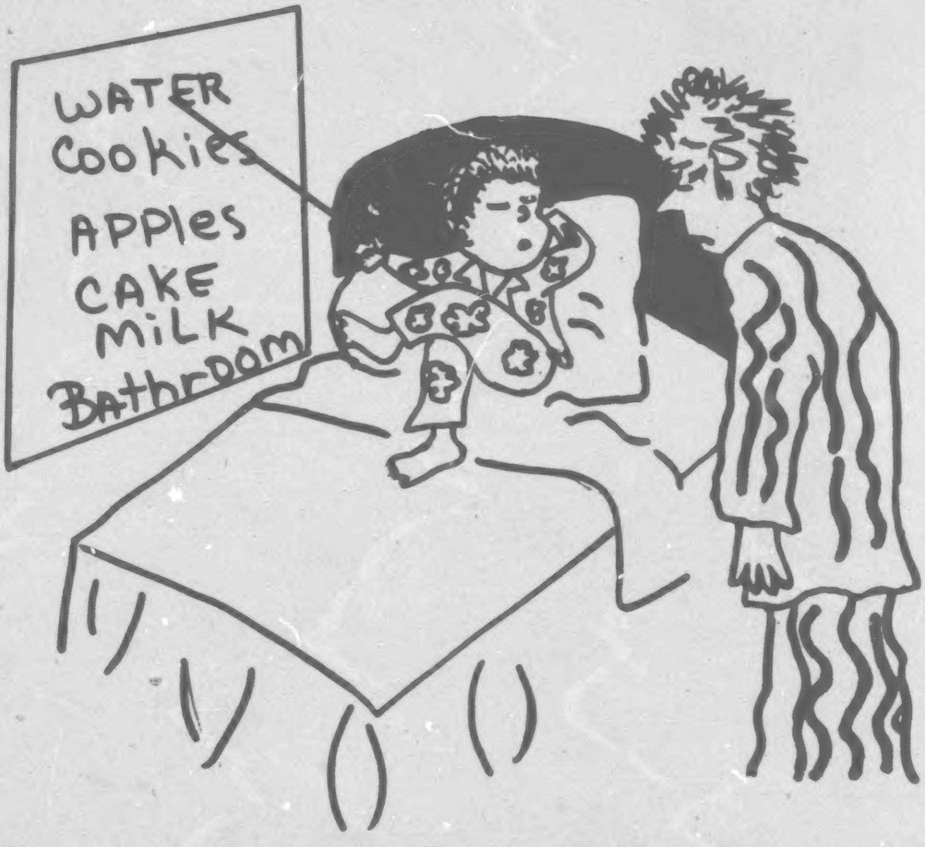
- STRESS PRICE
- LEAVE CUSTOMER OUT OF PRESENTATION
- FORGET BUYING MOTIVES
- SHOW PERSONAL PREFERENCES
- RUSH THE CUSTOMER
- CONFUSE THE CUSTOMER (TOO MANY ITEMS)
- SHOW WRONG PRICE RANGE
- ASK WHAT PRICE OR TYPE MERCHANDISE

SESSION 3

Objections and Closing the Sale

1.

2.


WATER
Cookies
APPLES
CAKE
MILK
Bathroom

BE HARD TO DISCOURAGE. MORE DEALS ARE LOST BECAUSE A SALESMAN GIVES UP TOO EASILY THAN FOR ANY OTHER REASON.

SESSION 3: OBJECTIONS AND CLOSING THE SALE

Instructional Outline	Methods
	Have the class fill out HANDOUT #3-1, "Effective Approaches and Productive Presentations." Discuss and review second session See Pg. 133 for correct answers.
I. Objections. A. What is an objection? An objection is resistance from the customer to the sales presentation, the merchandise, and possibly you--the salesperson. Objections occur in the majority of your sales presentations and are a natural and necessary part of the sales process. You should expect and encourage objections from your customers, not fear or avoid them. If you plan to close more sales you must be able to handle objections in a direct and forceful manner.	
B. Why objections are important. 1. To your customer an objection is either an excuse to leave or a sincere request for more information. Learn to distinguish between excuses and real objections. 2. Objections may seem small and unimportant to you, but if they are raised by your customers then they are important and worthy of your serious consideration. 3. If you do not properly handle your customer's objections you will lose the sale and possibly the customer. 4. Objections oftentimes give you an opportunity to determine your customer's problem, which in turn allows you to complete the sale.	TRANSPARENCY #3-1.
C. Why objections are raised by customers. 1. The customer is often unsure of own self in a buying situation. 2. The customer is often not positive that the merchandise will meet his needs. 3. The customer often needs proof of claims made for the merchandise. 4. The customer often needs reassurance of merchandise uses. 5. The customer may request more information. 6. The customer often needs justification for buying the merchandise.	

SESSION 3: OBJECTIONS AND CLOSING THE SALE

Instructional Outline	Methods
D. Types of customer objections. 1. Objections on need of merchandise. 2. Objections on features of merchandise. 3. Objections on store and its policies. 4. Objections toward you--the salesperson. 5. Objections on price.	
E. Other causes of customer objections. Sometimes we run into difficulties with a customer that has nothing to do with our sales presentation -- yet these factors often directly affect the outcome of the sales presentation. 1. Bad experience with the store in the past. 2. Hearsay and gossip about the store, its products, and personnel. 3. Bad cup of coffee that morning. 4. Quarrel with the wife. 5. Trouble in parking. 6. Not in the mood for shopping, but forced to because of necessity and other members of the family.	Get other examples from the group.
F. How can we overcome these psychological problems before and during the sales presentation? 1. Smile. 2. Good approach. 3. Offer prompt and efficient service. 4. Ask questions that will solve the customer's problems. 5. Know your merchandise. 6. Treat customer with courtesy and respect at all times; after all the customer is your boss.	
G. Techniques of overcoming objections. 1. Almost any customer objection can be answered successfully if you know all the techniques.	
2. Your primary job during the entire sales presentation is to stress value, benefits and advantages. If you do this then price will never be a problem for you to handle.	HANDOUT #3-2, "How Do You 'Weigh Up'?" Discuss.
3. Your sales presentation and handling of objections should be geared to building up value in the mind of the customer and downgrading of price as an important factor. Practice this and selling will be a breeze for you.	HANDOUT #3-3, "Sales Objections -- How to Handle Them." This sheet will enable you to discuss all the possible alternatives for answering objections.

Instructional Outline	Methods
	Have the class give examples of each method for illustration purposes.
H. How to answer objections and complaints effectively. 1. Listen to the objection or complaint -- look at the problem from the customer's viewpoint. 2. Repeat the objection to the customer -- this eliminates misunderstandings. 3. Agree with the customer -- never argue. 4. Be honest at all times. 5. Answer the objection or complaint promptly and don't pressure the customer. 6. Be courteous at all times. 7. Look for other underlying (real) objections that may be bothering your customer. I. Remember that sincere objections are to your advantage and they indicate interest and desire for the merchandise on the part of your customer.	TRANSPARENCY #3-2.
II. Questions That Build Barriers Between Salesman and Customers. A. "What kind?" 1. When we ask this question we limit the inventory. If we do not have what the customer wants we have added another brick. 2. When a customer says, "I'm looking for draperies for a two-room apartment . . ." you destroy the mood when you ask what kind of material. How can you capture her interest . . . What would you say? a. "What color is your carpeting?" b. "What color predominates in your furniture?" c. "Are you using glass curtains or venetian blinds?" 3. When a customer says, "I'd like some perfume for an old lady . . ." you would add a brick when you say, "Any special kind?" How would you capture her interest? "We have two delightful perfumes; rose and lily of the valley. If she likes to be a bit daring, this spicy fragrance might please her, also." B. "What price?" 1. Actually, few customers really know what price they intend to pay until they see the merchan-	What are some questions that might build barriers? Get discussion.

Instructional Outline	Methods
dise. Price is seldom mentioned in the first place. Not because price isn't important, but they know they need a certain color, a certain fabric or style. They expect the salesperson to give them expert help. 2. Have you ever heard from salespeople such remarks as, "That's all we have at $4.98 or "You wouldn't think of paying $37.50, would you?" 3. What is the safest price range to show first? The medium-priced quality. Why? From the middle price you can go either up or down, depending on the customer's reactions. 4. If the customer wants something less expensive she will tell you . . . If she makes no comment on price you can show her the finer quality. 5. What might happen if we show the most expensive first? The price may scare the customer away. All of us are hesitant to admit aloud that we cannot afford the finest quality. We would probably react with a "I'll look around." 6. We hope (and if it is handled right) the discussion of price should come up naturally and should be followed by a review of the benefits of the merchandise . . . and should come at the end of the sale.	
III. Objections and Psychological Walls.	Use a pile of books to stack up here. Tell the group that each book represents a brick in a wall which builds a barrier for the success of the sale.
A. There are many ways that an inexperienced salesperson can ruin a sale. I like to think of it as building a brick wall between the salesperson and the customer--not an actual brick wall of course, but a psychological wall that prevents us from making a sale. Lets pretend these books are bricks. I will tell you a little story about an inexperienced salesperson attempting to serve a customer and everytime she makes a mistake, I will put another brick on the wall.	

SESSION 3: OBJECTIONS AND CLOSING THE SALE

Instructional Outline	Methods
I went into the store one day to buy my mother some pearls.	
The girl at the jewelry counter was talking with another salesgirl and it was some time before I got her attention.	Lay a brick.
She finally acknowledged me by saying, "Something for you?"	Lay a brick.
I told her I wanted some pearls, and she brought out the least expensive thing she had and made no comment. I had to ask her if she had something better because this was a gift.	Lay a brick.
She brought out one string of pearls and announced the price. I asked her why they were so expensive, and she said she guessed they must be real pearls.	Lay a brick.
She looked bored. I started to ask to see others when the phone rang and she carried on a long conversation about lunch while I waited. By this time I was getting angry and I asked her if that was all she had. She made some comment in a scathing tone about getting out the entire stock if that wasn't enough.	Lay a brick.
While I looked at several strands which she practically threw at me, she got out her nail file and filed a nail that was breaking. THAT DID IT!	Lay a brick.
I left without the pearls and went across the street to a another store.	
This has been an example of how an inexperienced salesperson can build a wall between herself and a customer in a hurry.	
Few salespeople are guilty of building the wall with such a succession of mistakes.	
But perhaps those of us with more experience are nevertheless guilty of building psychological barriers of a more complicated pattern--we all have occasional "walk-outs" . . . We all have customers that we seem to be unable to reach--perhaps we can discover a few mistakes that we too can eliminate.	

SESSION 3: OBJECTIONS AND CLOSING THE SALE

Instructional Outline	Methods

B. Summary on customer objections.
   1. Why are objections so important?
   2. Why do customers raise objections.
   3. Types of objections.
   4. Indirect causes of objections.
   5. How to overcome psychological objections.
   6. Techniques of overcoming objections.
   7. How to handle objections and complaints by customers.
   8. Consider objections as challenges not problems in selling.
   9. Other comments from the group before going on to the close of the sale.

IV. Closing the Sale. — TRANSPARENCY #3-3.

A. Definition of the close.
The close of the sale means that the customer has accepted the merchandise offered by the salesperson. The close is the goal of every sales presentation. The close is the result of a well planned and organized sales presentation. You aren't going to close every sales presentation, but you will close a higher percentage of your sales if you prepare yourself well and learn to work with people. The close is not difficult if all other parts of the sales presentation have been handled properly.

B. Conditions for a successful close.
   1. Favorable attention has been gained through a good approach.
   2. Interest has been aroused in the customer.
   3. Desire for merchandise has been created in the customer.
   4. Customer is ready to take action on the presentation.
   5. Objections have been overcome in good fashion.
   6. The price has been outweighed by value and benefits.
   7. Customer's mind is in a state of approval.
   8. Effective two-way communication have been developed.

C. Buying signals.
   1. Often we can observe a customer and "sense" when to close the sale. The following will give you indications of when the customer is ready to buy.

Instructional Outline	Methods
(a) Facial expression - smiling, agreeable expression, no worried look. (b) Positive actions - reaching for purse, billfold, charge-plate, picking up certain items repeatly, handling and observing specific items, etc. (c) Indirect agreements or leading questions such as the following: (1) Do you deliver? (2) May I put this in the lay-away? (3) This looks like it will serve the purpose okay. (4) Okay, if you say it is that good. (5) How long does it take for delivery? (6) May I exchange or get my money back if I change my mind later? (d) Weak objections. (1) I hadn't planned on buying this today. (2) I don't really need this coat, but I like it, etc.	
2. As long as your customer is offering objections, she is still interested and the possibilities for closing the sale are excellent.	Ask the group if they can think of other signals that a customer could indicate during the sales presentation.
D. Techniques of closing sales.	HANDOUT #3-4, "Closing the Sale." Discuss techniques that make the close easy.
1. The close should be natural and logical, not a battle of nerves or wits. 2. Don't be afraid to close. You are a salesperson and the customer expects you to sell her merchandise, so don't be bashful. Be bold and forceful in the close, but don't be too pushy and scare your customer away.	
E. Errors often made in closing sales. 1. Salesperson hurries customer. 2. Salesperson tries to force action. 3. Salesperson didn't handle objections properly. 4. Salesperson didn't assist customer in choosing merchandise. 5. Merchandise not suited to customer's needs. 6. Value and benefits not stressed to customer.	

SESSION 3: OBJECTIONS AND CLOSING THE SALE

Instructional Outline	Methods
F. Summary on close. Unless you have or develop the ability to close sales consistently you will never be an outstanding salesperson. 1. What is a close? 2. What is necessary for a good close? 3. What are some buying signals? 4. Name some things we do wrong in our closes.	Get different class members to summarize the key points listed below.
5. Name some techniques of closing the sale and give an example.	TRANSPARENCY #3-4.
	Remind the group of their sales presentations at the last session.
	TRANSPARENCY #3-5.
	In the next session we will be talking about suggestion selling and related sales duties. Observe suggestion selling techniqeus for the next session.

HANDOUT #3-1

EVALUATION SHEET FOR SESSION 2

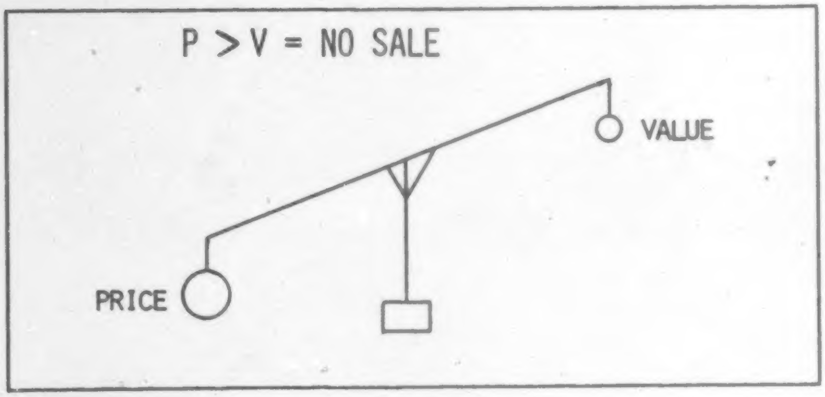
EFFECTIVE APPROACHES AND PRODUCTIVE PRESENTATIONS

All of the following statemants are either true or false. If the statement is correct write "TRUE", and if anything about the statement is incorrect, write "FALSE". Please write in the space provided by each question. This quiz is for your benefit only. No one else will see this sheet. You can check your accuracy after the group completes the test.

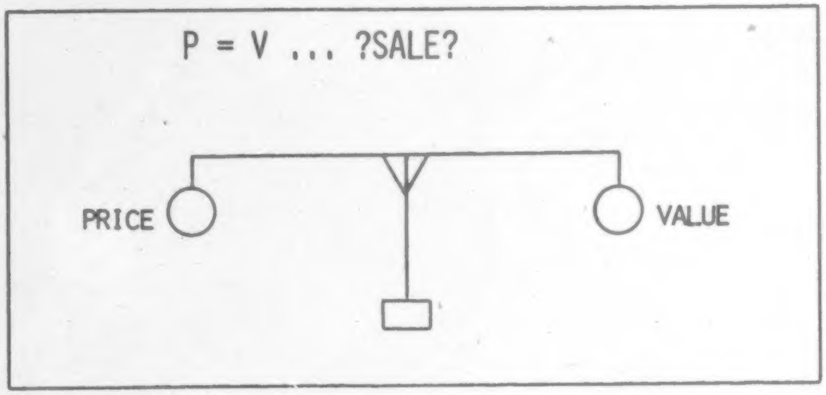
1. ________ The average customer is not skeptical about what you say, so concentrate on the presentation.
2. ________ According to the AIDA formula, the purpose of the approach is to gain favorable attention of the customer.
3. ________ The first 10 seconds can determine the success of the entire sales presentation.
4. ________ Treating a customer as a guest in your home is carrying the purpose of the approach too far.
5. ________ A positive attitude toward the customer is very important to the success of the presentation.
6. ________ All non-selling activities should be stopped immediately when a customer enters the department, regardless of how much work you have to do.
7. ________ Your customers may think you are hiding something if you don't look them in the eye while you are talking to them.
8. ________ Using slang words is permissible because no one expects you to be perfect.
9. ________ It takes fewer muscles to frown than it does to smile.
10. ________ The personal approach will get your customer's attention, respect, and confidence in most situations.
11. ________ The merchandise approach cannot be used unless a customer asks for a specific product.
12. ________ Salespeople should not bother with the "looker" type of customer as they will take up valuable selling time.
13. ________ Everyone is interested in prices, so talk about prices in your approach.
14. ________ One of the biggest mistakes you can make in selling is to ignore your customers.
15. ________ The "talkative" customer is the easiest customer to sell.
16. ________ Most people buy merchandise because of emotions, not reason and logic.
17. ________ Thinking well of your merchandise is as important as knowing the major selling points of your merchandise.
18. ________ You should not involve your customer in the presentation if the product you are showing is cimplicated and expensive.
19. ________ According to the AIDA formula, the purpose of the presentation is to create interest and desire for the merchandise.
20. ________ The least effective and most used approach in Retail Selling is, "May I help you?"

HANDOUT #3-2

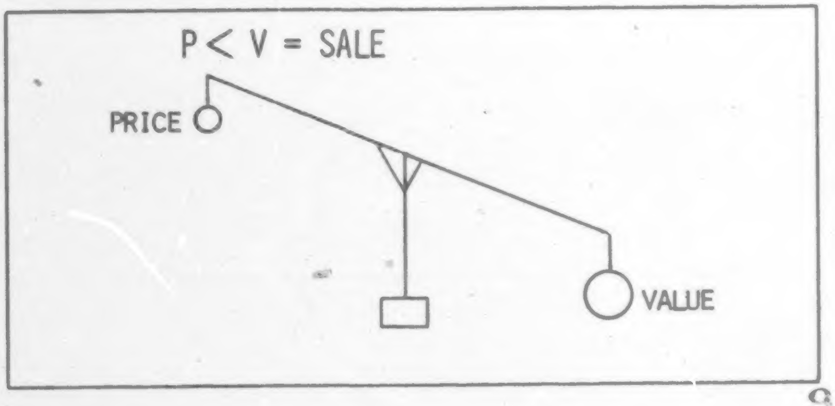
HOW DO YOU "WEIGH" UP?


P > V = NO SALE
VALUE
PRICE

(WHEN PRICE IS GREATER THAN VALUE IN THE EYES OF THE CUSTOMER, THERE IS NO SALE.)


P = V ... ?SALE?
PRICE
VALUE

(WHEN VALUE IS EQUAL TO PRICE IN THE EYES OF THE CUSTOMER, THERE MIGHT BE A SALE---IT IS A TOSS-UP.)


P < V = SALE
PRICE
VALUE

(WHEN THE VALUE IS GREATER THAN THE PRICE IN THE EYES OF THE CUSTOMER, THERE WILL BE A SALE.)

SALES OBJECTIONS -- HOW TO HANDLE THEM

No sales happen without objections. As long as the customer is objecting, she is still buying. Customer objections are a natural and necessary part of the sales process. It is essential that you be able to answer questions and objections promptly and smoothly. The following methods will assist you in handling objections in a direct and forceful manner. You are on your way to becoming a professional salesperson when you can handle any and all objections raised by your customers.

1. "YES, BUT" METHOD -- is an indirect way to answer the objection. You first agree with the customer to soften the effect, and then you overrule the objection.

    Customer: I love this dress, but I don't think it would take the wear or the washing...I want to use it as an everyday dress.

    Salesperson: Yes, this material does look fragile, but it is made of 100% polyester, and the recommended care is home washing. It is one of many dresses made of a new miracle fabric.

2. "QUESTION WITH A QUESTION" METHOD -- this method puts the responsibility of answering the objection on the shoulders of the customer. If a customer answers his own objection, it is more effective than if you answered the objection.

    Customer: That is too much to pay!

    Salesperson: I notice you have a pretty pair of shoes. You certainly have to pay for quality, don't you? It is the same in dresses. You get what you pay for.

3. "ANTICIPATE OBJECTIONS" METHOD -- this method permits you to answer the objection before it is asked by the customer. Objections answered before they become an issue give you a better chance to close the sale. From experience you will know the most common objections raised to a particular product feature. It is often wise to prevent that objection by covering that feature early in the sales presentation.

    Salesperson: Mr. Jones, this pair of shoes is one of our better pairs. However, before we go any further let's find out why they are better. For example, these shoes are double-soled, fully leather-lined.

4. "SUPERIOR POINT" METHOD -- use this method when the objection raised by the customer is valid. You should admit the truth of the objection and then offer a superior point which will out-weigh the objection.

    Customer: The price is too high!

    Salesperson: I admit this is not a low-priced suit. Here is the reason why...look at the label. This brand means quality to thousands of particular buyers all over the country. This is a 100% wool gabardine, cut in the latest fashion.

5. "DEMONSTRATION" METHOD -- you can overcome objections by demonstrating the merits of a product to a doubting customer. Seeing is believing, and a picture is worth a thousand words. Overcome the objection by showing that the product is really what you say it is.

Customer:	I bet this material wrinkles.
Salesperson:	(demonstrates by wrinkling the dress that it comes out perfectly smooth)

6. "DIRECT DENIAL" METHOD -- you can sometimes firmly deny the validity of an objection, but of course you must be very careful to avoid an argumentative manner. If you are on good terms with your customer your direct denial will have all the more weight. This method is best used when the objection is in the form of a question. Always use a smile with this method.

Customer:	Won't this material shrink?
Salesperson:	Absolutely not. This material has been preshrunk. This is your guarantee on the label.

7. "EXPLANATION" METHOD -- is very effective but must be used with caution. In this situation you ask the customer to explain his objection. This method will allow you to find out the real objection or deal directly with the problem at hand.

Customer:	I wouldn't have an orlon blouse for anything in the world.
Salesperson:	I'm interested to learn why you feel this way. (This gives you an opportunity to answer step-by-step any real objections she might have.)

8. "TESTIMONIAL" OR "THIRD-PARTY" METHOD -- this technique uses the influence of a neutral third party to overcome the objection of the customer. The third party technique is based on the follow-the-leader instinct that most people share to some degree.

Customer:	I don't think I should take this dress. I just know that it won't wash...and it is a light color...just think of all those cleaning bills!
Salesperson:	I can understand you thinking that way. That's what a lot of women have told me, but I had a customer in just this morning that wanted a dress made out of this material. She says she wished her whole wardrobe was out of this material. It is so easy to take care of...just rinse it out in lukewarm water and hang it and let it drip-dry. Really no ironing is needed. But if you want to touch it up, then just a few swipes with a cool iron and it is ready for wearing again.

Always listen to an objection and if possible have the customer repeat it back to you.

Answer objections promptly -- delays become road blocks to closing the sale.

NEVER ARGUE WITH A CUSTOMER -- WIN AN ARGUMENT AND LOSE THE SALE AND THE CUSTOMER.

HANDOUT #3-4

CLOSING THE SALE

A successful close is the goal of every sales presentation. Without "action" the entire selling process would come to an abrupt halt. The close is the result of a well-planned and organized sales presentation. The ability to close sales in various situations, with all types of customers, will make you a "professional". The following tips provide proven techniques in closing sales.

MAKE THE CLOSE EASY

CEASE SHOWING NEW MERCHANDISE.

- Oftentimes additional merchandise may confuse the customer.
- No more than three items should be out at the same time.

REMOVE MERCHANDISE IN WHICH THE CUSTOMER HAS NOT SHOWN INTEREST---NARROW THE CHOICE.

- Place unwanted merchandise to one side and concentrate on merchandise in which the customer is definitely interested.
- Don't try to sell the customer your preference---show them what they want to see.
- Be tactful so the customer will not think you are impatient.

SECURE MINOR DECISIONS FROM THE CUSTOMER THROUGHOUT THE SALE.

- Obtain a series of "yes" answers on minor decisions during the presentation. This will make the latter part of the sale easier and give you more time to concentrate on the close.

REPEAT THE DEMONSTRATION IN MORE DETAIL AT THE END OF THE SALE.

- Stress the advantages and features of the merchandise.
- Repetition does much to impress points upon the mind.
- Sum up selling points in the demonstration.

SOLICIT THE OPINION OF OTHERS.

- The opinion of a friend, husband, or wife may speed up a decision.
- Be careful in giving personal opinions, unless you know the customer well. Your personal recommendation is not of great value to most customers.

HANDOUT #3-4
(continued)

SOME TECHNIQUES OF CLOSING

THE DIRECT QUESTION

- The salesperson may ask a question which requires a "yes" or "no" answer.
- "Shall I wrap this for you?"

PRESENTING ALTERNATIVES

- Salesperson presents two possibilities, each of which is favorable to the sale.
- "Which would you like, the blue one or the red one?"

SUGGESTING A DECISION

- The salesperson asks a question or makes a statement which suggests a favorable decision.
- "Do you think that two will be enough?"

ASSUMING A DECISION

- The salesperson assumes the sale has been made.
- "You certainly have made a wise decision."
- Must be used with tact and courtesy.

USING TESTIMONIALS

- "Merchandise is tested and approved by the Good Housekeeping Institute."
- Such testimonials may help the customer to reach a decision.

USING TERMS TO CLOSE

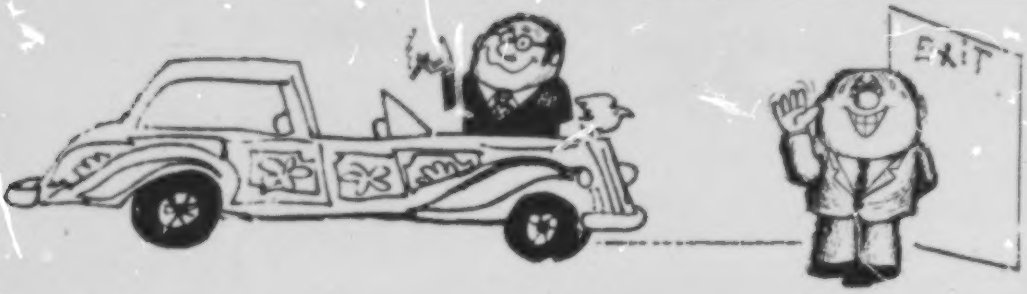
- Show the customer that she may buy C.O.D., charge, lay-away, or time payments.

FIT THE CLOSING TO THE NEEDS OF THE OCCASION

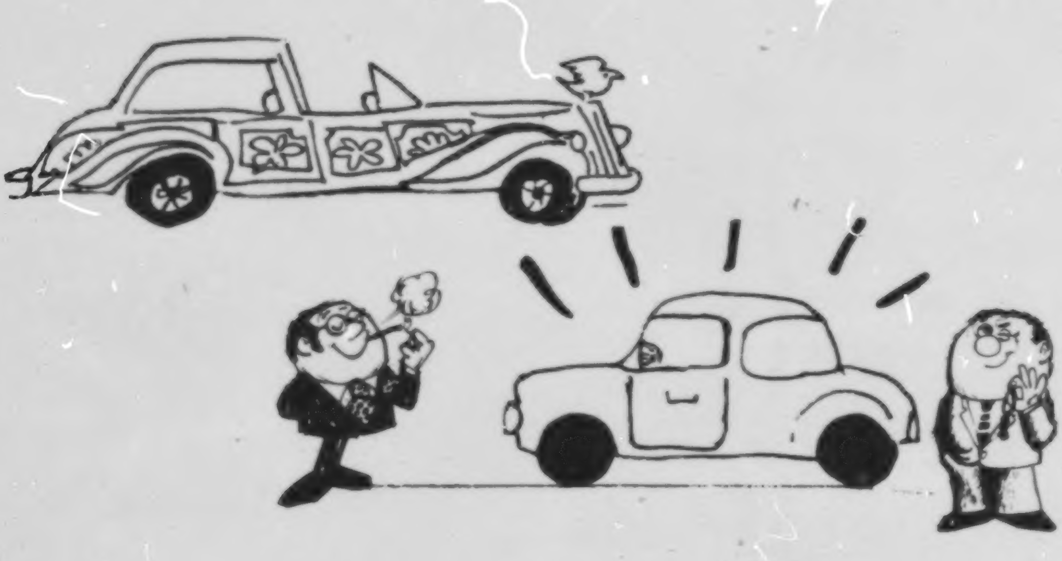
- When it is obvious that the customer is buying something about which she knows little or has had little experience in buying, she usually needs assistance in reaching a decision.

TRANSPARENCY #3-1

DON'T ASSUME AN objECTION MEANS NO



MOST objECTIONS ARE A REQUEST FOR MORE HELP



TRANSPARENCY #3-2

TIPS ON HANDLING OBJECTIONS

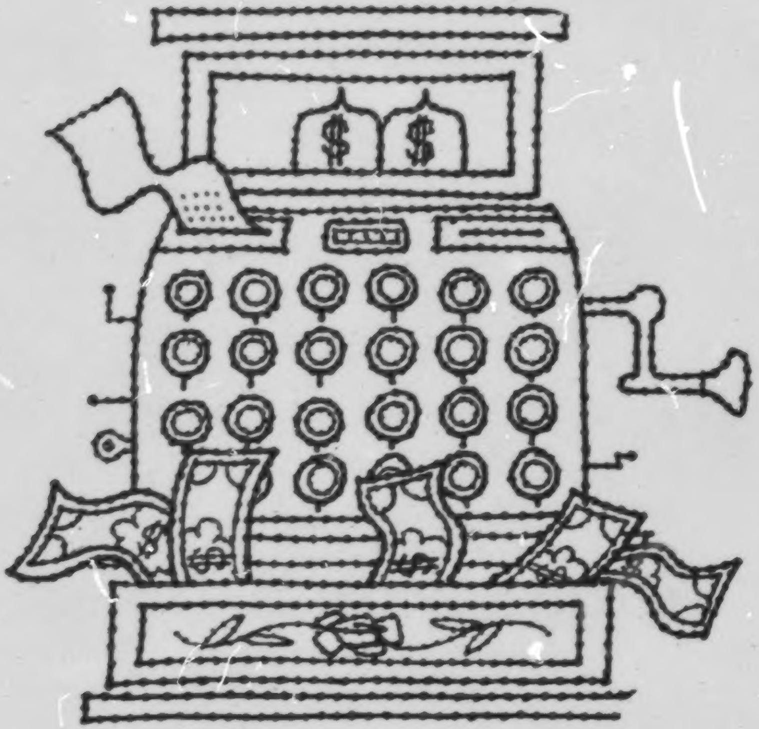
- OBJECTIONS ARE NATURAL AND SHOULD BE EXPECTED

- AS LONG AS YOUR CUSTOMER IS OBJECTING SHE IS STILL BUYING

- OBJECTIONS ARE A REQUEST FOR MORE INFORMATION

HOW TO OVERCOME AN OBJECTION

* LISTEN
* REPEAT
* AGREE
* BE HONEST
* ANSWER PROMPTLY
* BE COURTEOUS
* LOOK FOR OTHER REASONS FOR OBJECTIONS

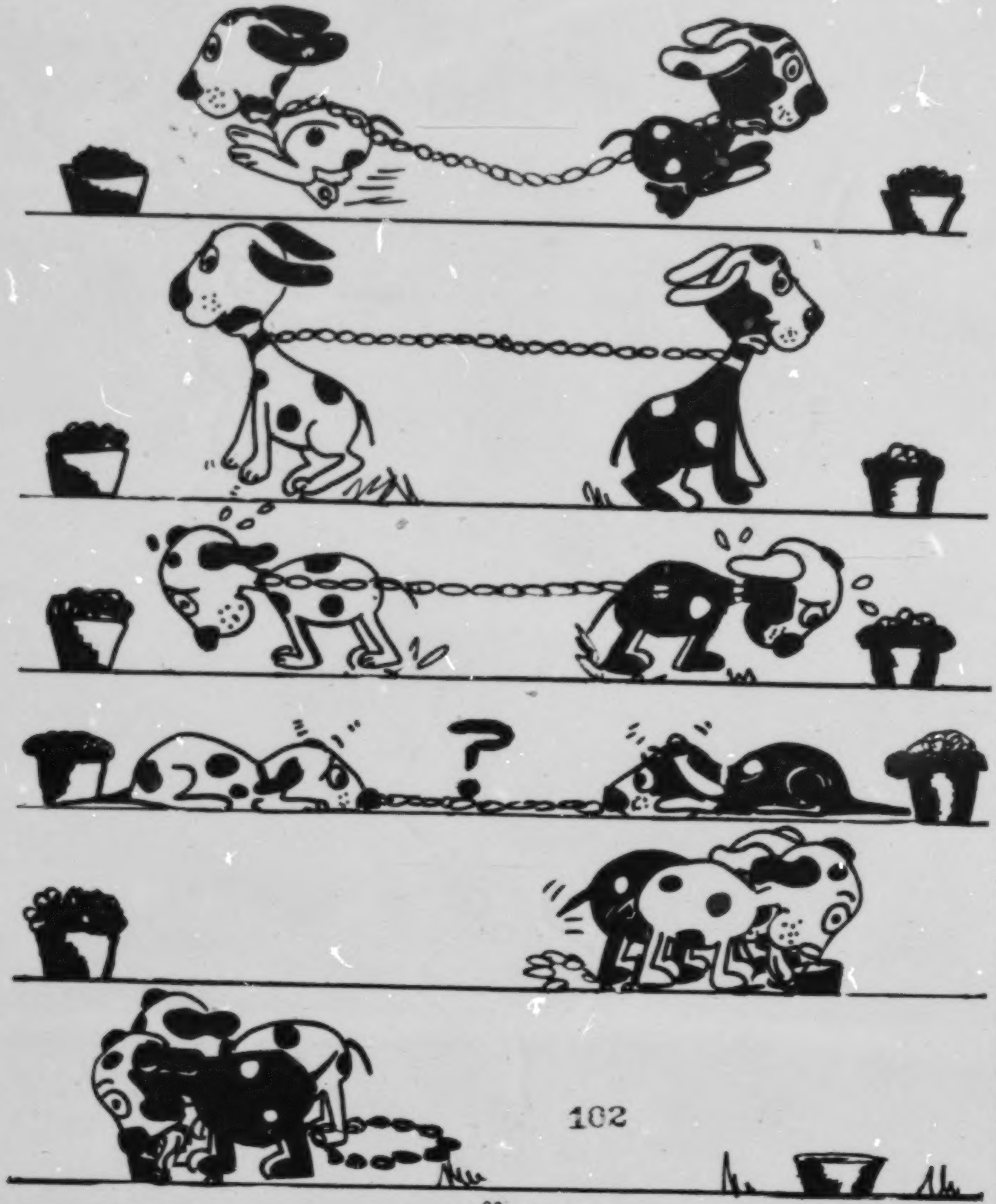


Where the Real Action is "THE CLOSE"

TECHNIQUES TO USE IN CLOSING SALES

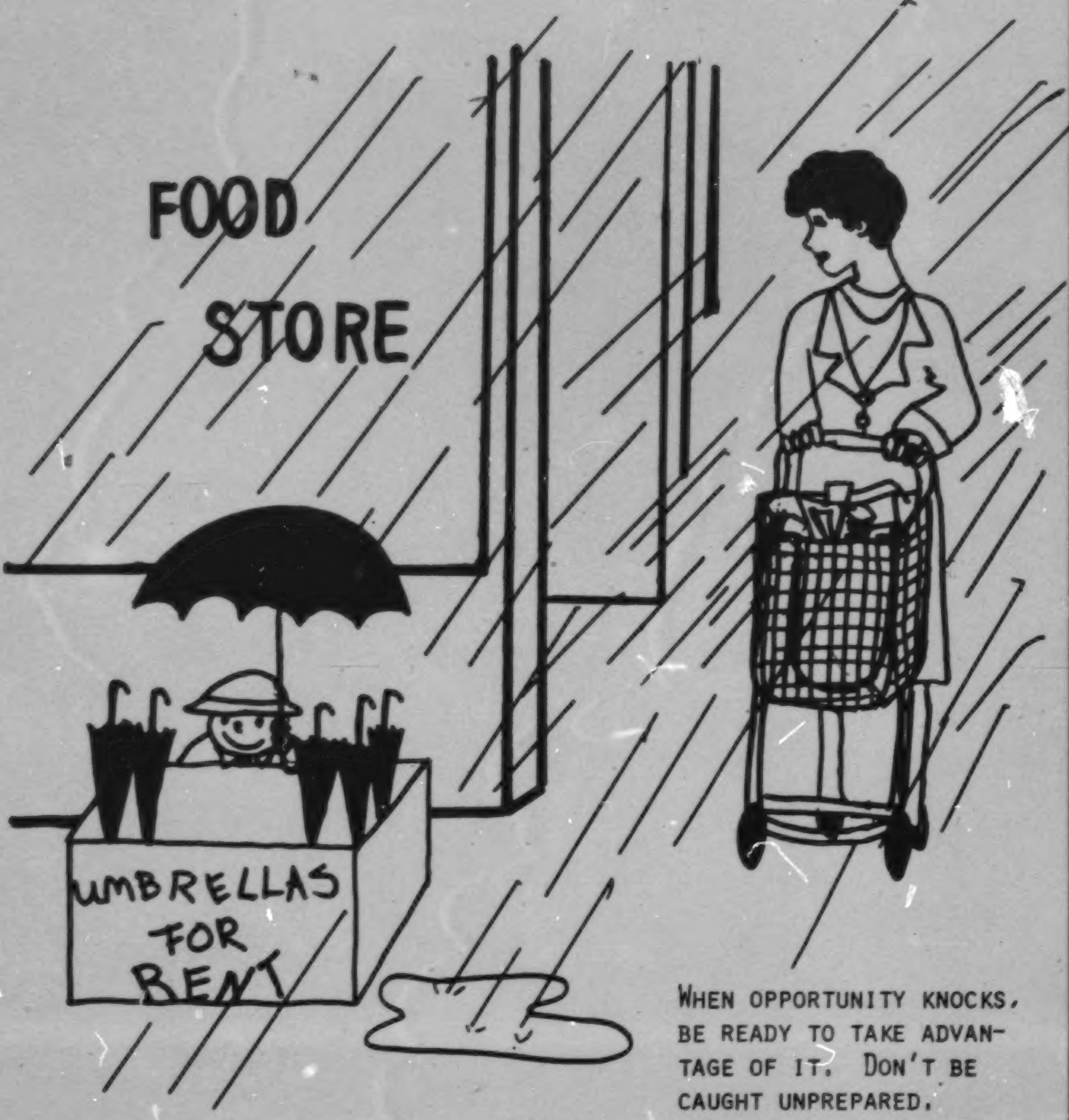
- Direct Question
- Presenting Alternatives
- Suggesting a Decision
- Assuming a Decision
- Using Testimonials
- Using Terms to Close
- Adjust the Close to your Customer

COMMUNICATION MAKES THINGS HAPPEN



SESSION 4

Suggestion Selling


FOOD STORE
UMBRELLAS FOR RENT

WHEN OPPORTUNITY KNOCKS, BE READY TO TAKE ADVANTAGE OF IT. DON'T BE CAUGHT UNPREPARED.

SESSION 4: SUGGESTION SELLING

Instructional Outline	Methods
I. Suggestion Selling. A. What is suggestion selling? Suggestion selling is the "extra" part of the sale. Usually suggestion is used after the basic steps of the sale are completed or nearing completion (approach, presentation, objections, close). The goal of suggesting merchandise that will be of benefit to the customer. Suggestion selling is good salesmanship because it is based on the purpose of selling -- full and complete service to all your customers. B. When to use suggestion selling. 1. Start of the sale, if customer is unsure of her needs. 2. During sale, as you demonstrate and show merchandise. 3. At the close of the sale, but before the merchandise is taken to the register. 4. When the requested item is not in stock, suggest a suitable substitute. 5. When the requested item is not carried by your store, suggest similar merchandise that is carried by your store. C. Importance of suggestion selling. 1. To the customer.	Review Session 3; pass out HANDOUT #4-1, "Overcoming Objections and Closing the Sale." See Pg. 133 for correct responses.
a. Is often needed merchandise. b. More satisfaction in original sale. c. More respect and confidence in the salesperson and the store. d. The customer will come back to the store if her needs are met. She will use your store as a "one" stop, full service store. 2. You -- the salesperson. a. More sales. b. More repeat of customers (most important group of customers to a store). c. More opportunities for salary increases and promotions. d. Makes your job more enjoyable by offering additional service. 3. To the department manager and owner(s). a. More satisfied customers. b. More sales and profits. c. Opportunities for increased salaries, income and promotions.	Examples: - Batteries with toys - Purse to match shoes - Bowling bag with ball - Film with camera

Instructional Outline	Methods
4. Economy. a. Keeps production going. b. More jobs and better overall business economy.	
D. Order-taker vs. the professional. 1. Anyone can stand by a cash register and ring up sales that require little or no effort. This type of person is called an order-taker or clerk. It takes a professional to be able to work successfully with all customers and to consistently increase customer sales and satisfaction through the use of suggestion selling. Suggestion selling is for no amateur. It takes skill, tact, and a thorough knowledge of your merchandise to successfully increase sales with your customers. Often your customers will not buy the related or suggested item, but enough customers will buy to more than justify the effort.	TRANSPARENCY #4-1.
2. As long as your customer keeps buying, keep showing merchandise.	
3. A question for you to consider: "Are you an order-taker or a professional salesperson?"	HANDOUT #4-2, "Tips on Being a Professional".
E. Key points to remember on suggestion selling. 1. When to use suggestion selling.	HANDOUT #4-3, "Tips on Suggestion Selling".
2. Why suggestion selling?	
3. Difference between order-taker and the professional.	TRANSPARENCY #4-2.
4. Some techniques to use in suggestion selling.	Get reactions and comments from the group before going to related sales duties.
II. Related Sales Duties. A. Why should we discuss related sales duties?	
1. Approximately 40-60% (depending on season of the year) of your time is spent in non-selling activities. If we spend this much time in non-selling activities we need to know what our responsibilities and duties are in this area.	TRANSPARENCY #4-3.
2. Knowledge of related sales duties will save you time, effort, and the store money.	
3. Profit is often made or lost in non-selling areas and activities.	
4. Knowledge of related sales duties will build better customer service and confidence for you and the store.	

SESSION 4: SUGGESTION SELLING

Instructional Outline	Methods
B. Related sales duties. 1. Customer service is the real reason for your job service of selling. a. Returns. b. Exchanges. c. Special orders. d. Advice and information on use of your merchandise. e. Giving information on your store and its facilities to customers who need it. 2. Cooperation with other employees and management. a. You are but one of a total group working together toward a single goal -- offering needed goods and services to customers which will make a profit for the store. Therefore, your efforts and cooperation are necessary for the success of the store. b. How to get along with co-workers. (1) Treat and know people as individuals. (2) Realize that people's moods are unpredictable. (3) Don't pass the buck. (4) Be loyal to co-workers. (5) Seek promotions on your own merit. (6) Work for good department morale. c. How to get along with management. (1) Be sold on and work for aims, goals and objectives of your supervisor and employer. (2) Stick with your supervisor and support his decisions. (3) Take constructive criticism as an opportunity for self improvement. (4) Suggest ideas that will improve the organization. (5) Accept and carry out all assigned duties without prodding from your supervisor. (6) Do related sales duties without direct supervision. (7) Realize that supervisors are human beings and have varying moods of behavior.	
3. Handling of money.	HANDOUT #4-4, "Techniques of Handling Money." Stress that using a proper and standarized procedure of handling money will eliminate 99% of all problems relating to money handling.

Instructional Outline	Methods
4. Cashing checks.	HANDOUT #4-5, "Guidelines for Cashing Checks." Stress that bad checks are the nation's number one crime primarily because of indifferent attitude on the part of nation's salespeople. The customer is not always right when he is cashing a check. Investigate before you pass out your store's money and merchandise.
5. Shoplifting prevention. a. One of the most frustrating, embarrassing, and dangerous problems facing the retailer today is also one of the most expensive in terms of lost profits and sales. b. Stopping shoplifting is a team effort.	HANDOUT #4-6, "Tips on Handling Shoplifting Problems."
6. Know tax breakdown for your state. Know how to use a tax chart and short-cuts for easy and most common sales amounts.	HANDOUT #4-7, "State of Ohio, Department of Taxation." Substitute your own state's tax rates if not in Ohio.
7. Stock work and department neatness. a. Everyone should be and is responsible for keeping the merchandise neat, orderly, and clean. b. Don't become impatient with customers because they tear up your neat rows of merchandise. Remember that a professional cares more about customer satisfaction than about neat rows of merchandise. Customers like to prowl; let them and they will buy more and more often. c. If you aren't assigned specific responsibilities in stock see your supervisor; there is always work to be done in a department.	
8. Sales promotion display. a. You probably are not responsible for department display and sales promotion, but you can help and suggest ideas from time to time. b. Keep up with advertising and sales promotions going on in your store and department, and be able to discuss intelligently	

Instructional Outline	Methods
with your customers.	
c. The worst thing you can do is charge a customer the regular price on a sale item; the customer will be sure you are trying to cheat him.. or that you are just plain stupid.	
9. Record keeping and inventory.	
a. You have heard that death and taxes will always be with us. Well, in retailing records and inventory problems and work will always be with us. Accept this as a part of your job, smile, and stay with it.	
b. Records and inventory are important to buyers, supervisors, managers, store controllers, and of course the Internal Revenue Service.	
c. You must be accurate at all times as an error could affect future sales, inventory control, profits, etc.	Discuss and give examples.
	TRANSPARENCY #4-4.
	Briefly summarize session.
	Remind them of their sales demonstrations for the next session. - 5-8 minutes in length - Something of interest to you and related to your work - Bring related items for suggestion selling - Will not be graded -- is for your improvement and benefit. Any suggestions or comments made will be for improvement of your sales techniques.

EVALUATION SHEET FOR SESSION 3

OVERCOMING OBJECTIONS AND CLOSING THE SALE

All of the following statements are either true or false. If the statement is correct write "TRUE", and if anything about the statement is incorrect, write "FALSE". Please write in the space provided by each question. This quiz is for your benefit only. No one else will see this sheet. You can check your accuracy after the group completes the test.

1. ________ Objections are a natural and necessary part of the sales presentation.
2. ________ Objections indicate that a customer is not interested in the merchandise.
3. ________ A customer will sometimes make objections because he is uncertain of what he is about to buy.
4. ________ The "direct denial" method is the simplest method to use in overcoming objections.
5. ________ Anticipating objections is one of the most effective ways to eliminate customer resistance to your sales presentation.
6. ________ "I appreciate you asking that question, Mrs. Jones. Would you please explain what you mean by it," is an example of the "yes,but" method of answering objections.
7. ________ If the objection or question raised by your customer seems unimportant, you should ignore it and continue with your presentation.
8. ________ Sometimes a smile is your best weapon in overcoming customer resistance to you and the sales presentation.
9. ________ The best way to overcome the objection to price is to talk about values and not mention price until near the close of the sale.
10. ________ Objections from customers should be encouraged by the salesperson, not avoided or ignored.
11. ________ The close of the sale is very difficult, even if you have practiced good salesmanship throughout the presentation.
12. ________ "How long does it take for delivery?" is a signal that the customer is ready to buy the merchandise.
13. ________ As long as the customer offers objections you have an excellent opportunity to close the sale.
14. ________ If possible, sell the merchandise to the customer, even if he is unsure about what he wants or needs.
15. ________ If in doubt about your customer, wait until he tells you he wants the merchandise before you close the sale.
16. ________ You should offer your customer at least four choices during the close.
17. ________ Your personal testimonial is very effective with your customers; use as often as possible.
18. ________ Concentrate on the "buyer" during the close and do not waste your time on persons with your customer; it will make your close less effective.
19. ________ An effective way to close sales is to repeat the major benefits and features of the merchandise to the customer.
20. ________ A series of "yes" responses on minor decisions during the presentation will make the close easy.

HANDOUT #4-2

TIPS ON BEING A PROFESSIONAL

1. A professional sells himself, his products, and store all the time.

2. A professional knows the effective techniques of selling and practices them consistently.

3. A professional knows his merchandise and how it will benefit his customers.

4. A professional knows his customers.

5. A professional has "empathy" for his customers. He looks at things from the viewpoint of the customer.

6. A professional looks professional -- neat, clean, and businesslike at all times.

7. A professional acts professional. For example: A professional doesn't get personal in front of customers; doesn't grumble before customers; doesn't allow visitors to take up selling time; doesn't grumble when customers tear up a neatly arranged display, etc.

8. A professional has a positive and optimistic attitude toward his job, his customers, his supervisors, his co-workers and the selling profession.

9. A professional doesn't stop learning about his job, his customers, his merchandise and his profession.

10. A professional keeps up on what is going on in the store -- sales promotions, display, advertising, policies, procedures, personnel changes, etc.

11. A professional looks for ways to improve himself, and takes criticism constructively.

12. A professional has a liking, understanding and respect for his customers regardless of their race, color, creed, or economic status in life.

TIPS ON SUGGESTION SELLING

Suggestion selling is the high point in Retail Salesmanship. Suggestion selling separates the professional salesperson from the "order-taker." Properly used suggestion selling benefits the customer, the store, and you the salesperson. Suggestion selling is beneficial to the customer because it encourages her to buy additional needed merchandise. It is beneficial to the store because it increases the sales volume and profits. Increasing the sale is beneficial to you because it brings increased pay and opportunities for advancement.

Suggestion selling requires the utmost skill. If you practice poor suggestion selling, your customers will resent it -- for it appears to be high pressure selling. It requires careful preparation and an organized plan of presentation. You can make suggestion selling effective by:

1. Justifying the suggested item(s).
2. Suggesting at the right time.
3. Using positive suggestions.
4. Making suggestions in a cordial manner.
5. Displaying merchandise as you suggest. Be specific in your suggestions.
6. Eliminating trite, worn-out, common suggestions.
7. Knowing your customer and merchandise. Look at the situation from your customer's viewpoint.
8. Using suggestions throughout the sale.

Suggestion selling should fit the person, the time, and the situation.

1. Suggest related merchandise.
2. Suggest larger quantities.
3. Suggest high priced merchandise (greater value and benefits).
4. Suggest new merchandise.
5. Suggest specials or specially advertised merchandise.
6. Suggest merchandise for special occasions.
7. Suggest new uses for merchandise.
8. Suggest substitute or alternate merchandise.
9. Suggest mark-down merchandise (clearances, season changes, etc.).
10. Suggest related merchandise in other departments.

Don't be guilty of the following suggestions:

1. How about some . . . today?
2. Nothing else, is there?
3. Would that be all today?
4. Would you like to see . . .?
5. Do you need some . . .?

Suggestion selling should:

1. Add to the enjoyment of the first purchase.
2. Add or suggest something to match the first purchase.
3. Add or suggest to customer's complete needs to use with her first purchase.

As mentioned above, suggestion selling, used on a consistent and regular basis, will mean greater customer satisfaction and more profits for the store. Good suggestion selling techniques will also bring you salary increases, personal growth, and opportunities for advancement.

ARE YOU A PROFESSIONAL SALESPERSON OR JUST ANOTHER "ORDER-TAKER?"

HANDOUT #4-4

TECHNIQUES OF HANDLING MONEY

In addition to selling, another primary responsibility of a retail salesperson is to handle money and cash register transactions quickly and accurately.

CHANGE MAKING

1. Be sure you have sufficient change in your register when you open the register or report to your department. It is embarrassing to you when you run out of change and a definite inconvenience to your customer.

2. Write up the sales ticket or ring the sale on the register before you wrap or bag the merchandise. This procedure will save you time and the customer embarrassment in case the sale is not completed.

3. Double check your merchandise and see that department and classification data are properly recorded. This information is important to the department manager, buyer, accountants, etc.

4. Mention the total of the sale and the amount received to the customer.

5. Put the money on the cash register change plate. Do not put in the drawer.

6. Give change back to the customer by starting with the amount of the sale. Stop at the amount given you by the customer. For example: "That will be $5.99 out of $20.00." Count $5.99, $6.00, $7.00, $8.00, $9.00, $10.00, and $20.00. Please put the money in the customer's hand. Place the money received from the customer in the proper compartment of the cash register and close the drawer before you complete the sale.

7. Give receipt and merchandise to the customer. The receipt should be placed in the customer's package.

8. Sincerely thank the customer for shopping at your store, reassure her of purchase and welcome her back to visit your store and you.

DO'S AND DON'TS IN HANDLING MONEY

1. Do make change in the fewest pieces of money possible.

2. Do keep your cash drawer closed when it is not in use.

3. Do call your supervisor if a mistake is made. This will protect you, as well as the customer.

4. Do remain calm if a customer tries to rush or confuse you.

5. Do place bills face up in the right compartment.

6. Do not ring up more than one sale on the register at a time.

7. Do not run out of change. If you do, be sure the drawer is closed while you are gone.

8. Do not give change while ringing up a sale. This is confusing and causes errors.

9. Do not argue with the customer if a question of an error is present. Be courteous and friendly with the customer at all times.

10 Do not attempt to apprehend a "short-change artist" or "counterfeit bill passer". Get description and license number (if possible). Notify your supervisor and, if possible, try to delay the suspect.

HANDOUT #4-5

GUIDELINES FOR CASHING CHECKS

1. Check the date. Accept no post-dated or pre-dated checks.

2. Check to whom it is made payable. Have all checks made payable to your company and for the amount of the purchase.

3. Check the amount in figures with the written amount.

4. Inspect the signature. Make sure it is legible and is the same as the printed personalized portion. Be sure that the check is endorsed in your presence.

5. Secure the address and telephone number if the check is not personalized.

6. Check bank code number and transit numbers.

7. Ask for identificaiton; multiple identifications are best.

8. If in doubt, call your supervisor or authorizer.

8. If driver's license is used for identificaiton, compare the:

   (a) Physical description and license with person cashing check. Compare signature on both check and driver's license.
   (b) Write the driver's license number on the back of the check.
   (c) Write the state in which driver's license was issued.

10. Write your three initials on the upper right hand corner or on the back of the check.

11. If possible stamp check "for deposit" before putting in the cash register drawer. (Do not accept third party checks without the o.k. of your supervisor.)

12. Do not become upset by the impatient or hurried customer.

13. Do not cash out-of-town checks on out-of-town banks. Strangers are more likely to be bad check passers. Professional bad check artists often work on weekends and on holidays.

14. Watch out for alterations, blots, blurs, illegible signatures, retraced strokes, changes in ink or width of ink lines. If in doubt, don't accept the check.

15. REMEMBER -- A check is a worthless piece of paper unless it is filled out properly.

TIPS ON HANDLING SHOPLIFTING PROBLEMS

Tips on Prevention of Shoplifting

1. Use alert, aggressive salesmanship at all times; greet each customer promptly.
2. Keep aisles clear.
3. Place expensive items behind counter or in a closed display case.
4. When possible, keep items away from the edge of the counter.
5. Check dressing rooms often for clothing left by customers. Check customers as they enter and leave the dressing room.
6. Keep empty hangers off display racks at all times.
7. Keep displays as complete as possible; this makes it easier to spot shoplifters.
8. Check merchandise as you write up the order. Look for ticket switching and concealment of additional merchandise inside merchandise customer is buying. KNOW YOUR MERCHANDISE.
9. Never turn your back on a customer if you can avoid it.
10. Be especially alert during opening, closing, and lunch hours.
11. Shoplifters fear attention -- give them plenty of alert, friendly service.
12. The shoplifter never keeps his eyes on the merchandise he is about to steal.
13. Watch the hands -- the hands do the stealing.
14. Quick movements and shoulder jerks often give away shoplifters as they go through the motions of concealing or juggling the merchandise.
15. Beware of loosely wrapped parcels which could have false openings.
16. Be especially observant of people wearing loose, bulky coats or dresses, or capes.
17. Professional shoplifters often travel in pairs. Watch out for the "faint" or "fight" techniques. Professionals use distractions to create opportunities to steal.
18. One of the simplest methods of shoplifting is for a person to try on merchandise and then walk away from the department wearing it.
19. Never leave your section unattended.

20. Watch for prowlers in stockroom. Question any unauthorized person you find in the stockroom and, if necessary, call security or your superior.

Things to Do If Shoplifting Occurs

1. Never accuse a person of stealing.
2. Be positive that a theft did take place.
3. Notify store security or your superior at once.
4. Get identification of person involved.
5. Never use force especially in the store.
6. Treat the person with care at all times.
7. Do not take action unless you are authorized to do so by your employer; you could get involved in a false arrest action.
8. Know your shoplifting laws and consult with police department before you take any action.

NEGLECT OF CUSTOMERS IS THE GREATEST CAUSE OF SHOPLIFTING -- BE ALERT AND PRACTICE PROFESSIONAL SALESMANSHIP AT ALL TIMES.

HANDOUT #4-7

STATE OF OHIO

DEPARTMENT OF TAXATION

Less than 16¢				No Tax
$ .16	to	.31	inclusive	1¢ Tax
$ .32	to	.51	inclusive	2¢ Tax
$ .52	to	.71	inclusive	3¢ Tax
$ .72	to	1.08	inclusive	4¢ Tax
$ 1.09	to	1.31	inclusive	5¢ Tax
$ 1.32	to	1.51	inclusive	6¢ Tax
$ 1.52	to	1.71	inclusive	7¢ Tax
$ 1.72	to	2.08	inclusive	8¢ Tax
$ 2.09	to	2.31	inclusive	9¢ Tax
$ 2.32	to	2.51	inclusive	10¢ Tax
$ 2.52	to	2.71	inclusive	11¢ Tax
$ 2.72	to	3.08	inclusive	12¢ Tax
$ 3.09	to	3.31	inclusive	13¢ Tax
$ 3.32	to	3.51	inclusive	14¢ Tax
$ 3.52	to	3.71	inclusive	15¢ Tax
$ 3.72	to	4.08	inclusive	16¢ Tax
$ 4.09	to	4.31	inclusive	17¢ Tax
$ 4.32	to	4.51	inclusive	18¢ Tax
$ 4.52	to	4.71	inclusive	19¢ Tax
$ 4.72	to	5.08	inclusive	20¢ Tax

SUGGESTION SELLING BENEFITS

- * The Customer
- * The Salesperson
- * The Store
- * The Community and Nation

"Are you a Professional Salesperson or just another 'Order Taker'?"

TRANSPARENCY #4-2

SUGGESTION SELLING SHOULD FIT THE PERSON, THE TIME, AND THE SITUATION

SUGGEST RELATED MERCHANDISE

SUGGEST LARGER QUANTITIES

SUGGEST HIGHER PRICED MERCHANDISE

SUGGEST NEW MERCHANDISE

SUGGEST SPECIALS

SUGGEST FOR SPECIAL OCCASIONS

SUGGEST NEW USES FOR MERCHANDISE

SUGGEST SUBSTITUTE--IF POSSIBLE

SUGGEST MARK-DOWN MERCHANDISE

SUGGEST MERCHANDISE IN OTHER DEPARTMENTS

Why Should You Study Related Sales Duties ?

1. 40-60% OF YOUR TIME IS SPENT IN RELATED SALES DUTIES.

2. KNOWLEDGE OF RELATED DUTIES WILL SAVE YOU TIME AND EFFORT AND WILL SAVE THE STORE MONEY.

3. WILL ENABLE YOU TO OFFER BETTER CUSTOMER SERVICE.

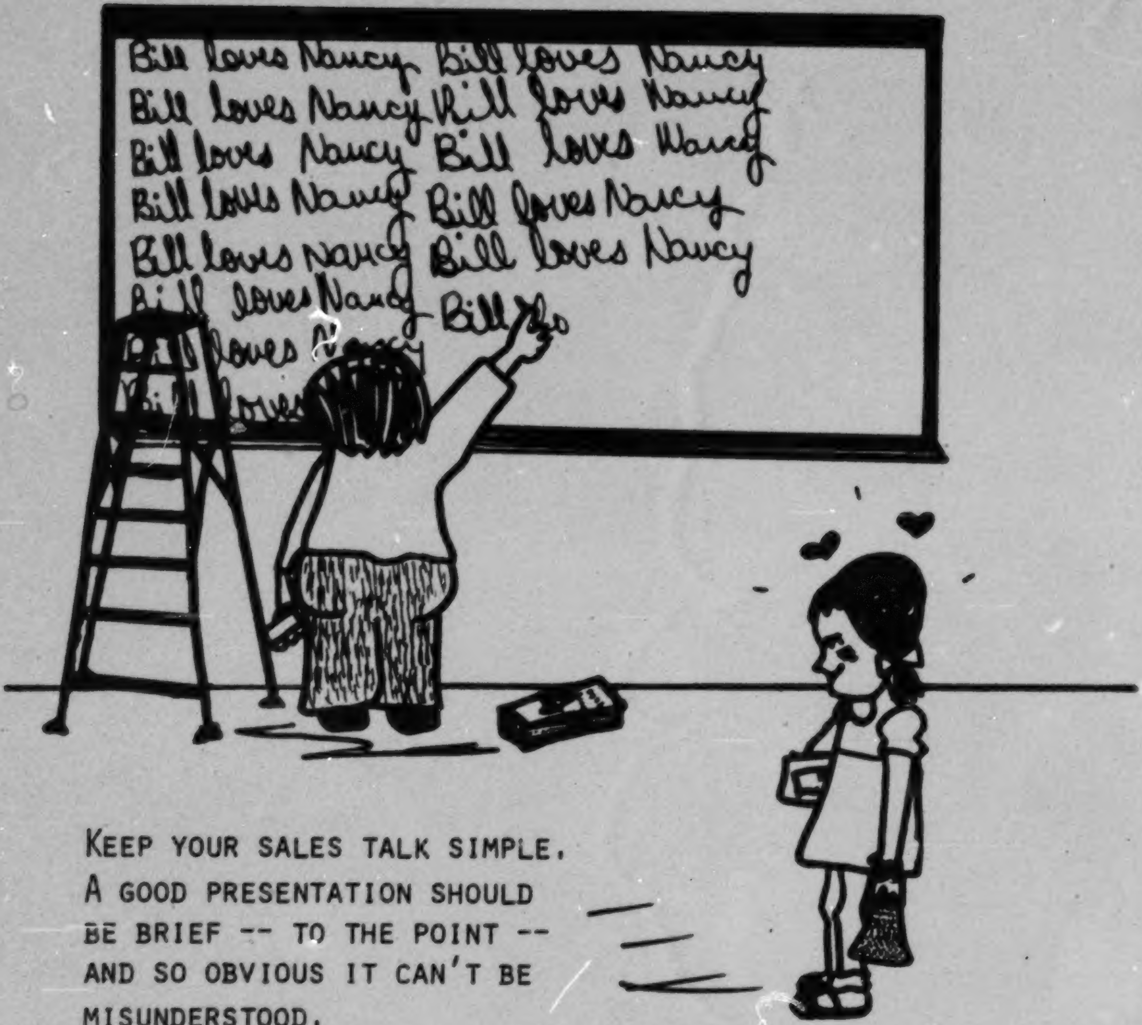
4. PROFIT IS OFTEN MADE OR LOST IN NON-SELLING ACTIVITIES.

RELATED SALES DUTIES

1. CUSTOMER SERVICE
2. COOPERATION WITH EMPLOYEES/ MANAGEMENT
3. HANDLING MONEY
4. CASHING CHECKS
5. SHOPLIFTING/PILFERAGE PREVENTION
6. STOCK WORK AND DEPARTMENT NEATNESS
7. SALES PROMOTION AND DISPLAY
8. RECORD KEEPING AND INVENTORY
9. MISCELLANEOUS DUTIES

SESSION 5

Sales Demonstrations


Bill loves Nancy Bill loves Nancy
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Bill loves Nancy Bill lo
Bill loves Nancy
Bill loves

KEEP YOUR SALES TALK SIMPLE. A GOOD PRESENTATION SHOULD BE BRIEF -- TO THE POINT -- AND SO OBVIOUS IT CAN'T BE MISUNDERSTOOD.

SESSION 5: SALES DEMONSTRATIONS

Instructional Outline	Methods
I. How Demonstrations Will Be Handled. A. The instructor will serve as the customer. B. He will end up buying the demonstration, but may offer some objections. C. The group should keep quiet during the demonstration. D. The group may comment on good and bad points after each demonstration, but may not become personal -- evaluate according to steps of a sale. E. Volunteers will come first, others later. F. Everyone will get an opportunity to participate.	HANDOUT #5-1, "Suggestion Selling and Related Sales Duties." Review of Session 4. See Pg. 133 for correct responses.
II. How to Make the Sales Demonstrations More Effective.	Always comment on good things in demonstration before mentioning the ineffective parts of the demonstration. Make the demonstration fun and interesting, put a little humor into them. Evaluate sales presentation by using HANDOUT #5-2, "Sales Demonstration Check Sheet." Make enough copies for each person to evaluate all members of the group. Review the points on the evaluation sheet. Suggest and get ideas from the group on how improvements can be made in each presentation. Stress during the demonstration how important it is to know and practice the steps of a sale. Encourage the group to practice planned sales presentations with all their customers. This will result in maximum sales results.

Instructional Outline	Methods
	Collect all sales demonstration evaluation sheets to review for your own benefit. After analyzing them mail the evaluation forms on each person's sale to the person who did the demonstration.
	After the sales demonstrations are over pass out HANDOUT #5-3, "Why Did You Lose That Sale?" Use the sheet to summarize techniques of effective and professional retail salesmanship. Ask the group to accept the challenge of practicing good salesmanship and customer service at all times for the benefits of all parties involved (customer, salesperson, supervisor, store owners, etc.)
	************
	Pass out HANDOUT #5-4, "Sample Course Evaluation." Give adequate time to fill them out. Collect the forms but don't look at them while the group is still in session.
III. REMEMBER THIS If you work for a man, in heaven's name, work for him. If he pays you wages which supply you bread and butter, work for him; speak well of him; stand by him and the institution he represents. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must villify, condemn and eternally disparage, resign your position, and when you are outside, damn to your heart's content, but as long as you are part of the institution do not condemn it. If you do that you are loosening the tendrils that are holding you to the institution. . . . Elbert Hubbard	Read and get reactions from the class.

SESSION 5: SALES DEMONSTRATIONS

Instructional Outline	Methods
IV. "The man at the top isn't always the most brilliant of the pack. The chances are he just worked harder at his job than the other fellow and kept sharpening what talents he had. It's hard to make young people believe this, but it's a fact of life." Don Whitehead Knoxville Journal	Read and get reactions from the class.
V. You say you love me, but sometimes you don't show it. In the beginning, you couldn't do enough for me. Now you seem to take me for granted. I'm responsible for getting the food on your table, for the clean shirt you wear every day, and for the welfare of your children -- a thousand and one things you want and need. Cherish me. Take care of me, and I'll continue to take good care of you. Who am I?	TRANSPARENCY #5-1.
I AM YOUR JOB!	Get reactions from the class.
VI. MOST IMPORTANT WORDS	
Righting human relationships is the most needed thing in all of life. For good human relations, speech is vital. We recently came across what are considered life's most important words: The most important six: "I admit I made a mistake." The most important five: "I am proud of you." The most important four: "What is your opinion?" The most important three: "If you please." The most important two: "Thank you." The single most important word: "We." The least important word: "I." If you put yourself last in selling, you will be the most successful salesperson.	Read and get reactions from the class.
	Thank the group for their attendance and attention during the sessions and ask for comments from the group before closing. Encourage the group to inform other employees of the benefits of the class

Instructional Outline	Methods
	and to help promote the class in the future. Pass out course certificates of completion.

EVALUATION SHEET FOR SESSION 4

SUGGESTION SELLING AND RELATED SALES DUTIES

All of the following statements are either true or false. If the statement is correct write "TRUE", and if anything about the statement is incorrect, write "FALSE". Please write in the space provided by each question. This quiz is for your benefit only. No one else will see this sheet. You can check your accuracy after the group completes the test.

1. ________ Suggestion selling can be used at the start of a sale as well as the end of the sale.
2. ________ Suggestion selling is a service to customers because it is often needed merchandise related to the original sale.
3. ________ Suggestion selling will not increase your salary, only the profits of the store.
4. ________ Almost anyone can use suggestion selling without a great deal of difficulty; all you have to do is "suggest".
5. ________ Poor suggestion selling is often considered high pressure selling by your customers.
6. ________ A good time to suggest additional merchandise is when you are closing the sale.
7. ________ There is no need to suggest items in other department of the store as it will not benefit you.
8. ________ A positive manner is essential for suggestion selling to be successful.
9. ________ You should not be specific in your suggestion selling.
10. ________ "Would you like to see ______?" is a good approach to use in suggestion selling.
11. ________ Related sales duties are not important as they represent only a small portion of your time on the job.
12. ________ Knowledge of related sales duties will greatly increase your customer relations and service.
13. ________ Customer service is very much a part of your job responsibilities.
14. ________ "Passing the buck" is the best way to get ahead with your supervisor.
15. ________ You should stick by your supervisor's decisions, even if he is wrong part of the time.
16. ________ To save trouble, you should always agree with the customer and if in doubt give the customer the change he says is due to him.
17. ________ Shoplifters fear alert salespeople more than they do security guards.
18. ________ It is not important to know what merchandise in your department is being advertised.
19. ________ The customer is not always right when he is cashing a check.
20. ________ You should make every effort to see that customers do not tear up the displays in your department; they are too difficult to straighten after the customers leave the department.

HANDOUT #5-2

SALES DEMONSTRATION CHECK SHEET

APPROACH

1. Service ____ Greeting ____ Personal ____ Merchandise ____

2. Customer interest determined by:

Questions ____ Demonstrations ____ Talking ____ Not Determined ____

PRESENTATION

3. Were facts used? Yes ____ No ____

4. Was the customer involved in the demonstration? Yes ____ No ____

5. Were questions answered correctly? Yes ____ No ____

6. Were the proper buying motives used? Yes ____ No ____

OBJECTIONS

7. Were objections met and overcome in good fashion? Yes ____ No ____

8. Was value (benefits) stressed? Yes ____ No ____

9. Was a desire for merchandise created by the salesperson? Yes ____ No ____

CLOSE

10. Was the close a natural follow-through of the presentation of the merchandise?

Yes ____ No ____

11. Were minor decisions obtained by the salesperson before the close?

Yes ____ No ____

12. Did the salesperson get a favorable decision?

Yes ____ No ____

13. Were the proper techniques used in the close?

Yes ____ No ____

SUGGESTION SELLING

14. Was the timing appropriate?

    Yes _____ No _____

15. Was the suggested item related to article sold or appropriate for the situation?

    Yes _____ No _____

16. Was the suggested item presented in a positive, proper, and logical manner?

    Yes _____ No _____

17. Was the customer (regardless of whether anything was purchased or not) reassured of the purchase, thanked and told to come back again?

    Yes _____ No _____

18. If you were a customer, would you have bought the merchandise from the salesperson?

    Yes _____ No _____

COMMENTS: ____

____

____

____

____

____

____

____

____

____

______________________	______________________
Item Sold	Salesperson's Number

HANDOUT #5-3

WHY DID YOU LOSE THAT SALE?

You cannot successfully close every sales presentation that you make. But, you should strive to close as many sales as possible. You can greatly improve your sales average by carefully analyzing lost sales. You will strenghten your sales personality and professional sales knowledge by analyzing your sales presentations.

Below are some questions concerning your lost sales. Consider them carefully and improve where weaknesses exist and your percent of "closes" will greatly improve in the future.

1. Was my personal appearance all that it should have been?
2. Was my mental attitude in the proper perspective?
3. Did I make a mistake in my greeting?
4. Was my approach half-hearted or too "pushy" for my customer?
5. Did I size up my customer correctly and did I show merchandise of interest to them?
6. Was my presentation effective, and did I adjust myself and the presentation to the needs of the customer?
7. Did I talk too much and did I listen to what my customer had to say?
8. Did I demonstrate and involve my customer in the presentation?
9. Did I stress the quality, value, and benefits of merchandise to the customer?
10. Was there a question or an objection? When they were raised, was I tactful in handling the objections?
11. Did I argue with the customer and was I discourteous at any time?
12. Did I downgrade my competitor's product?
13. Was I weak and hesitant in my close?
14. Did I become discourteous or give up trying when it became obvious that no sale was going to be made?
15. Did I treat the customer with dignity and respect throughout the sales presentation, regardless of how she looked, talked or acted?
16. Did I sincerely and honestly attempt to meet the needs of my customer through good selling techniques?
17. Did I strive to build goodwill and respect for my store, my merchandise, and myself during my contact with the customer?

HANDOUT #5-4

SAMPLE COURSE EVALUATION

Your cooperation and assistance in the evaluation of the course you have just completed, when compiled with the evaluations of the other members of your group, will aid us in the improvement of future courses and programs. Please answer all questions. Use reverse side for additional comments.

COURSE ______________________ INSTRUCTOR ______________________

1. Number of sessions attended:

   One ____ Two ____ Three ____ Four ____ Five ____

2. What did you think of the program?

   Liked it ____ Not enough time ____ No value ____ No answer ____

3. Which session was the most valuable to you? (If any)

   All ____ First ____ Second ____ Third ____ Fourth ____ Fifth ____

   No answer ____

4. Do you think you could apply any part of this sales training to your own job?

   Yes ____ No ____ No answer ____

5. Do you feel anything new was brought to your attention during the program?

   Yes ____ No ____ No answer ____

6. Do you feel nothing new was suggested, but you were reminded of some things you were not doing, but intend to try to reactivate?

   Yes ____ No ____ No answer ____

7. Do you feel your employer gives you adequate training to do the job required?

   Yes ____ No ____ No answer ____ Yes & No ____

8. Do you feel the speakers were qualified and competent in their field?

   Yes ____ No ____ Yes & No ____ No answer ____ Undecided ____

9. Was the length of the course:

   Too short ____ Too long ____ About right ____

HANDOUT #5-4
(continued)

10. Was the class scheduled at a convenient time for you?

Yes ____ No ____

If not, when would be convenient time for you? ____________________

11. Please rate this course as follows: (E-Excellent) (G-Good) (F-Fair) (P-Poor)
Check one.

(a) Course topics of study	E____	G____	F____	P____
(b) Arrangement of topics of study	E____	G____	F____	P____
(c) Method(s) of teaching	E____	G____	F____	P____
(d) Visual aids	E____	G____	F____	P____
(e) Materials used in class	E____	G____	F____	P____
(f) Qualifications of instructor	E____	G____	F____	P____

12. Do you believe this course (basically the same) should be offered again?

Yes ____ No ____

13. What improvements, if any, would you suggest? ____________________

____

14. As a result of taking this course, do you expect:

A promotion ____ A new job ____ A salary increase ____ To better qualify yourself for your present job ____

15. What future courses would you like to take?

1. ____________________ 3. ____________________

2. ____________________ 4. ____________________

16. What new courses would you like to see offered in the Adult Education Program?

1. ____________________ 3. ____________________

2. ____________________ 4. ____________________

17. Additional comments you would like to make: ____________________

____

____

____________________ ____________________

Signature (Optional) Date

YOU SAY YOU LOVE ME—BUT SOMETIMES YOU DON'T SHOW IT. IN THE BEGINNING, YOU COULDN'T DO ENOUGH FOR ME. NOW YOU SEEM TO TAKE ME FOR GRANTED.

I'M RESPONSIBLE FOR GETTING THE FOOD ON YOUR TABLE, FOR THE CLEAN SHIRT YOU WEAR EVERY DAY, AND FOR THE WELFARE OF YOUR CHILDREN—A THOUSAND AND ONE THINGS YOU WANT AND NEED. CHERISH ME. TAKE CARE OF ME, AND I'LL CONTINUE TO TAKE GOOD CARE OF YOU.

WHO AM I?

I AM YOUR JOB!!!!

TRANSPARENCY #5-2

LIFE'S MOST IMPORTANT WORDS

THE MOST IMPORTANT SIX:

" I admit I made a mistake"

THE MOST IMPORTANT FIVE:

"I am proud of you"

THE MOST IMPORTANT FOUR:

"What is your opinion?"

THE MOST IMPORTANT THREE:

"If you please"

THE MOST IMPORTANT TWO:

"Thank you"

THE SINGLE MOST IMPORTANT WORD:

"WE"

THE LEAST MOST IMPORTANT WORD:

"I"

APPENDIX

FLOWER SHOW
1st

DON'T KNOCK YOUR COMPETITORS! JUST BEAT THEIR BRAINS OUT BY BEING SO OBVIOUSLY SUPERIOR THAT ANYONE CAN RECOGNIZE THE FACT.

KEYS
of
SESSION
EVALUATION

KEYS OF SESSION EVALUATIONS

	Evaluation Sheet for *Session 1*	Evaluation Sheet for *Session 2*	Evaluation Sheet for *Session 3*	Evaluation Sheet for *Session 4*
1.	false	false	true	true
2.	true	true	false	true
3.	false	true	true	false
4.	true	false	false	false
5.	false	true	true	true
6.	true	true	false	false
7.	false	true	false	false
8.	true	false	true	true
9.	false	false	true	false
10.	true	true	true	false
11.	true	false	false	false
12.	false	false	true	true
13.	true	false	true	true
14.	false	true	false	false
15.	true	false	false	true
16.	false	true	false	false
17.		true	false	true
18.		false	false	false
19.		true	true	true
20.		true	true	false

SAMPLE

Professional
RETAIL SALES
Classes

WHAT: Five -- two-hour sessions of Sales Training

TOPICS INCLUDE:

Pre-selling Activities

Steps of a Sale

Closing Techniques

Sales Aids

Attitudes

Objections

Follow-Up

Sales Films

Sales Demonstration by Class Members

WHEN: 9:00 - 11:00 a.m. Monday - Friday
First Session on April 29, 19--

WHERE: Shoney's Big Boy Restaurant, Highland Plaza Center

INSTRUCTOR: Charles A. Holt
Adult Distributive Education Training Specialist

COST: $1.00 for registration and materials; no other expense involved

REGISTRATION: To enroll and for further information, call

266-4813

SPONSORED BY: Distributive Education Department
Chestnut Street Extension Center
A Branch of Chattanooga Center for Continuing Education
Chattanooga Public Schools

PROMOTIONAL DEVICES

SAMPLE

Robert A. Canei
Adult Department
Springfield-Clark County J.V.S.
1901 Selma Road
Springfield, Ohio
325-5461

CHRISTMAS SALES TRAINING PROGRAM ANNOUNCED FOR THE SPRINGFIELD AREA

The Adult Vocational Education Department of the Springfield-Clark County Joint Vocational School announces that this year's plans have been made to train the large number of salespeople that are needed for the pre-Christmas selling season in the Springfield area.

"Inexperienced help has always been a problem for retail stores during the Christmas selling season, and many times persons wanting Christmas sales jobs need more training than the stores can offer at this busy time of the year," said Robert A. Canei, Supervisor of Adult Education Springfield-Clark County J.V.S., "and the purpose of this special ten-hour sales fundamentals class is to prepare prospective salespeople for positions in retail stores.

The topics studied in the course include human relations, five steps of a sale, suggestion selling, how to make change, cashing checks, and films relating to customer relations and retail sales will be shown to the classes. Each class member will also make a sales presentation to the group. This class will also serve as an excellent refresher course for full-time personnel.

This program is being sponsored in cooperation with the Upper Valley Mall Merchants' Association of Springfield, who are very enthusiastic about this type of preparatory training program. The training sessions will be held at the Joint Vocational School and Upper Valley Mall. Instructors for the class will be experienced in retail sales and educational teaching techniques. The results of the program should be most beneficial to all concerned. The sales training will enable people who want sales jobs to obtain qualified training before they go to work. The training will also give them opportunities to secure full-time positions after Christmas and to advance on the job. The retailers in the Springfield area should benefit because they will be able to employ qualified salespeople without loss in time and expense to them and their company. The customers in the greater Springfield area will benefit from this program in that their shopping will be made more enjoyable and efficient.

The ten-hour classes will begin October 29 and end November 6. They will be held from 8 a.m. to 10 a.m. at the Sears' training room in the Upper Valley Mall, 1:30 p.m. to 3:30 p.m. at the J.V.S., and from 7 p.m. to 9:30 p.m. at the J.V.S. Day classes will be Monday through Friday and evening classes will be Monday through Thursday.

The only cost for the course is $8.00 for registration fee and materials; no other expense is involved. For information and to enroll, call the Adult Department at 325-5461.

Members of the pre-Christmas Sales Training Advisory Committee include:

Terry Moore
Executive Secretary
Upper Valley Mall Association

Phil Weiss, Adult Consultant
Distributive Education
Springfield-Clark County J.V.S.

Robert A. Canei, Supervisor
Adult Education
Springfield-Clark County J.V.S.

SAMPLE

RELEASE

Robert A. Canei
Adult Department
Springfield-Clark County J.V.S.
1901 Selma Road
Springfield, Ohio
325-5461

October 21, 19--

ATT: Dave Masters

NEW CHRISTMAS SALES TRAINING PROGRAM ANNOUNCED FOR THE SPRINGFIELD AREA

The need for training in our modern society is often stressed by educational, industrial, governmental and labor leaders. A worker in today's society will have to be retrained an average of three to seven times, depending on his occupation. The employees in marketing and distribution will be no exception. More people are employed in the marketing of goods and services than in any other occupation in today's labor force. A concrete example of the need for training in retailing is shown by the Christmas Sales Training Program conducted by the Adult Education Department of the Springfield-Clark County J.V.S.

Inexperienced help has always been a problem for retail stores during the Christmas selling season, and many times persons wanting Christmas sales jobs need more training than the stores can offer at this busy time of the year. Thus, the purpose of the Christmas Sales Training Program is to prepare sales people for positions in retail stores. This program is developed in close cooperation with the Upper Valley Mall Merchants Association. The topics covered in the course include customer relations, five steps of a sale, how to make change, suggestive selling, shoplifting prevention, bad checks, and related sales duties. Sales aids, films, and sales presentations by the class members are included to make the program more beneficial.

Training sessions will be held at the Springfield-Clark County J.V.S. and at the Upper Valley Mall. Instructors for the Christmas Sales Program will have an abundance of practical experience and educational background to make the class worthwhile. The sales laboratories will be fully equipped to give the individuals good practical, worthwhile experience in sales training. Day classes will last two hours a day, Monday through Friday; and evening classes will run Monday through Thursday. Classes will begin October 29 and end November 16.

The only cost for the program will be $8.00 for supplies and materials. Housewives, high school and college students, secretaries, and other people desiring part-time work at Christmas should enroll in this course. From preliminary reports received, over half of the students who completed this program in other parts of the country received part-time jobs at Christmas time in the retail stores. This was due to the fact that the businessmen actively supported and cooperated in the program.

Adult students who enroll in this program should gain self-confidence in the retailing profession and often times it should open doors for new businesses. The retail stores should benefit from the program due to the fact that the adult students are trained in the fundamentals of selling before they go to work during the retailers' busiest time of the year. This reduces selling expenses and results in more efficient operation for the retailers. The most important benefit of the program is to the customers who shop the many stores during Christmas. They receive more efficient, courteous service and treatment than they had received in the past.

The Christmas Sales Training Program is an example of how an educational program, working in cooperation with business firms, can solve problems relating to employment and training of inexperienced personnel to the mutual satisfaction of all involved. The Adult Vocational Education Department at the Springfield-Clark County J.V.S. plans to offer more programs of this type of pre-employment training in the coming years. For more information about the Christmas Sales Program, contact the Adult Department, 325-5461.

SAMPLE

Robert A. Canei, Supervisor
Adult Education Department
Springfield-Clark County J.V.S.
1901 Selma Road
Springfield, Ohio
325-5461

RELEASE

IMMEDIATELY

ATT: Dave Masters

The Christmas Sales Program held in conjunction with the Upper Valley Merchants Association and the Adult Department at the Joint Vocational School has proven to be a big success according to the first week of enrollment. A total of 50 individuals have attended classes held at the J.V.S. and Upper Valley Mall.

In a conversation with Mr. Phil Weiss, Terry Moore of the Merchants Association made the following comments:

Question: What benefit can you see for the mall stores from early training for Christmas?

Answer: It has been said that all organizations pay for a training program whether they have one or not. The management of the 68 stores at the Upper Valley Mall is acutely aware of the fact that their customer service requires this training, and this retail sales training is exactly what this program offers. But there is another distinct asset. There are a number of things that the mall does for the community. Most of these things are done in an indirect way such as semi-annual bazaars for charitable organizations, and the use of the mall as a political polling place during election periods. By providing this pre-Christmas sales training program, the mall has an opportunity to make a direct investment in our community. This investment takes the form of additional employment and jobs as well as providing additional educational experience.

Question: How does the Mall Merchants Association feel about the pre-Christmas training program?

Answer: Very positively!

Question: What is your overall feeling with regards to this program?

Answer: It is good for the community, good for the customers, and good for business. Who could ask for more?

Reported Robert A. Canei, "The business merchants of the Springfield area have totally realized what training can do for their business."

Anyone interested in attending classes should contact the Springfield-Clark County Joint Vocational School at 325-5461 for registration.

SAMPLE

SPRINGF D & CLARK COUNTY
JOINT VOCATIONAL
BOARD OF EDUCATION

R. O. BRINKMAN, SUPERINTENDENT . 1901 SELMA ROAD . SPRINGFIELD, OHIO

October 19, 19--

Dear Retailer:

Did you know that "80% of your management problems can be eliminated through proper training?"

Did you know that the Adult Education Department of the Springfield-Clark County Joint Vocational School CAN and IS solving one of your biggest problems this time of year by providing sales training classes for people looking for Christmas sales jobs?

This Christmas Sales Program has been in operation in many cities throughout the state of Ohio and has proven to be beneficial to retailers and also to prospective sales people.

A description of the training program is enclosed for your information. Please post on your bulletin board and inform your personnel about this program. Encourage your full and part-time sales staff to attend one of the classes. It will mean better customer service, increased employee service, increased employee efficiency, and more profits to you.

If you need additional information sheets or have further questions, please call me.

Sincerely,

Robert A. Canei, Supervisor
Adult Education

RAC:vam

Enclosure

SAMPLE

Christmas sales job training

WHAT: Special Sales Classes offered by Adult Education Department, Springfield-Clark Joint Vocational School, that will prepare persons entering the Retail Field during the pre-Christmas selling season. Topics of study include Customer & Human Relations, Approaches, Presentations, Objections, Suggestion Selling, and Related Sales Duties.*

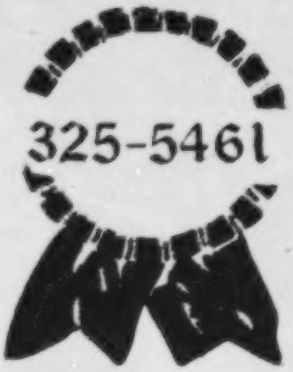
INSTRUCTORS: Instructors for these programs are experienced in retail sales and have the necessary educational background to make the classes worthwhile.

WHERE: Springfield-Clark County Joint Vocational School, 1901 Selma Road, Springfield, Ohio & Sears Training Room, Upper Valley Mall.

DATES	CLASS SCHEDULE
October 29 - November 2	8 a.m. - 10 a.m. -- Monday thru Friday Sears, Upper Valley Mall
November 5 - November 9	1:30 p.m. - 3:30 p.m. -- Monday thru Friday -- J.V.S., Adult Department
November 12 - November 16	7 p.m. - 9:30 p.m. -- Monday thru Thursday -- J.V.S., Adult Department

COST: $8.00 for registration fee and materials; no other cost involved.

REGISTRATION: Call the Adult Education Department and give your name, address, telephone number, and the class you desire to attend. CALL TODAY to insure a place in the class of your choice.



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*This course will also serve as an excellent refresher course for full-time personnel.

SUGGESTED FORMAT FOR SELLING AN AD TO COOPERATING BUSINESSES FOR A SALES PROGRAM

Springfield-Clark County Joint Vocational School
Adult Vocational Education Department

19__ FACTS ON ADULT VOCATIONAL EDUCATION TRAINING PROGRAM PROMOTION

Why a Promotion?

The Springfield-Clark County Adult Vocational Education program is a service to the people of Springfield and Clark County who desire retraining and/or upgrading of their present skills.

This program is a service to the business and industry firms of Springfield in that it gives business and industry an educational institution that is fully aware of all the different types of training that is needed in the Springfield area.

Benefits of Promotion to Sponsors

1. Will reach 45,276 readers at a cost of thirteen cents (13¢) per reader -- institutional advertising.
2. Will associate your company with a unique and progressive training program.
3. Will greatly increase the effectiveness of company operation and production of employees.
4. This ad will create a lot of interest and involvement of general public in Springfield (prospective personnel and people in your company).
5. This will help the Adult Vocational Education department at Springfield-Clark County Joint Vocational School to establish and conduct other needed training programs in the Springfield area.

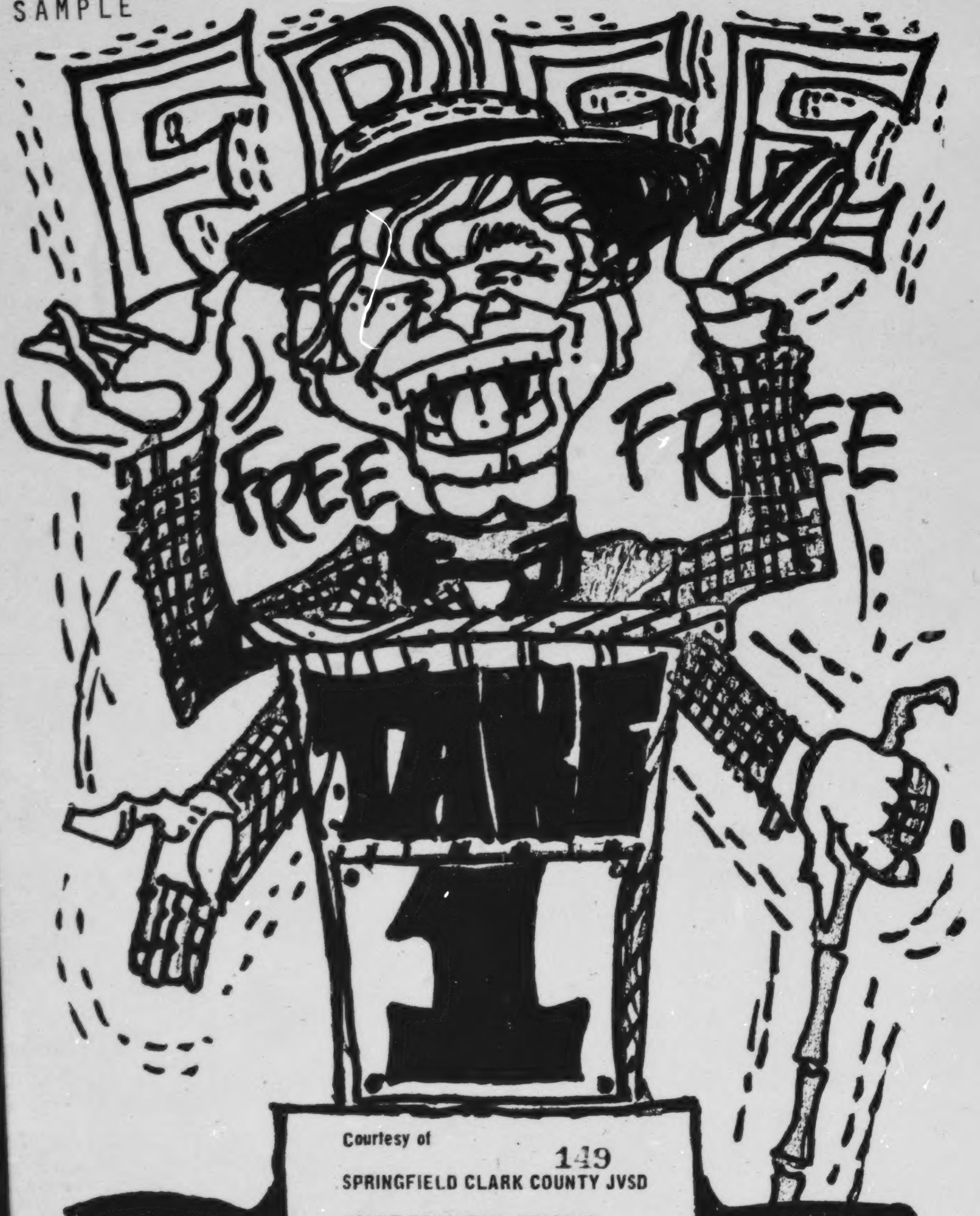
Promotion Schedule

Full page in the Springfield News and Sun on Sunday, September 9, 19--.

Cost of Sponsoring Ad Promotion

$60.00 per sponsor (10 sponsors).

SAMPLE


FREE
FREE
FREE
TAKE
1

Courtesy of

SPRINGFIELD CLARK COUNTY JVSD

ADULT EDUCATION PROGRAM

SAMPLE

NOW
IS THE
TIME

RETAIL MANAGEMENT Questionnaire

DO YOU HAVE ANY OF THESE PROBLEMS?

1. Does it sometimes seem difficult:

   a. To make a desirable impression on a new customer -- any customer?
   b. To start a sale with some people?
   c. In getting a customer to talk?
   d. To wait on two or more customers at the same time?

2. Do you have any difficulty:

   a. Determining what some customers want?
   b. Selecting the proper merchandise to show?
   c. Showing or talking about many items?
   d. With customers who talk about too many things other than the merchandise?
   e. Suggesting substitute merchandise?

3. Do you have customers who:

   a. Do not seem to be attentive to what sales people are saying?
   b. Show little interest in your merchandise?
   c. Give you a quick decisive "Not Interested"?
   d. Say they do not need your merchandise or service?
   e. Cause sales people to talk in circles?
   f. Seem to be doubtful or skeptical?
   g. Just look -- say very little or nothing?

4. Do your sales people have any trouble:

   a. In answering customers' questions?
   b. In arguments with customers?
   c. Handling objectives?
   d. Discussing competitors and competitive merchandise?

5. Do you have many customers who:

   a. Object to high price?
   b. Object to price (later you discover they bought a more expensive item elsewhere)?
   c. Object to some feature of the merchandise or service and refuse to buy?
   d. Return merchandise or cancel orders?
   e. Complain that merchandise is unsuitable?
   f. Return damaged merchandise -- obviously improperly used?

6. Do your sales people have many customers who:

   a. Are very slow in making a selection?
   b. Will not say they will buy?
   c. After a good sales talk, say -- "I will think it over. I want to look around. I was just looking", etc.
   d. Ask for special prices, concessions, etc.?

7. Do you know:

   a. What per cent of the contacts your sales people sell?
   b. Why some customers do not repeat?
   c. Whether your regular customers send you new customers?
   d. Why your sales people lost a sale?
   e. Why some repeat customers pass your store and go to another store?

8. Do you sometimes believe:

   a. That it takes too long to close a sale?
   b. That you should sell more better quality merchandise?
   c. That your sales people should produce more sales volume?
   d. That some sales people could do better selling?

IF YOUR STORE HAS ANY OF THE ABOVE PROBLEMS MAYBE
EFFECTIVE RETAIL SALES TECHNIQUES CAN BE A SOLUTION.

For Additional Information Contact:

Phil Weiss
Adult Consultant

Robert A. Canei
Adult Supervisor

Springfield-Clark County J.V.S.
1901 Selma Road
Springfield, Ohio 45505

Phone: (513) 325-5461

SUGGESTED

FILMS

SESSION 1

Resume of film: "THE HABIT OF WINNING"
Type: 16 mm sound/color
Time: 30 minutes

Available from:*
Jerry Kramer Associates
Bureau of National Affairs
Rockville, Maryland 20850

Theme: "THE HABIT OF WINNING" was so deeply ingrained in the Green Bay Packers championship teams of the 1960's that most of the players, now retired from football, have retained the "winning" philosophy and have become winners in their careers.

Jerry Kramer, a star offensive guard from the old Packers, interviews select teammates from the Packer winning teams. He attempts to discover what is responsible for their success in the business world. All credit the Lombardi "winner" philosophy for their success.

Paul Hornung, star offensive runner, kicker, and pass receiver, recently left a sales executive business in Chicago to return to his hometown, Louisville, Kentucky, where he is now a shrewd investor, primarily in real estate. He credits the Lombardi "winning" philosophy with the development of his "ego," his "desire" to achieve the "winner" label and never to be stuck with the label of "loser." Important to winning is also sound preparation and consistency in performance.

Willy Davis, now a successful beer distributor in Los Angeles, will settle only for first. If knocked to his knees, he will try again to win. The key word in his success is consistency, a trait cultivated by Coach Lombardi.

Henry Jordan, five times All-Pro defensive tackle, is Executive Director of the Milwaukee Summerfest. The year before he assumed the position, the Summerfest lost thousands of dollars; under his leadership it has become a financial success enthusiastically supported by the city. According to him, a successful salesman will not take "no" for an answer. He advises giving more to your work than you are asked for. The key word is DESIRE, a Lombardi-inspired concept.

Jim Taylor, famous All-Pro fullback, is in the construction business in Baton Rouge, Louisiana. He stresses the need for a well-defined goal; that determination, pride, and hard work will pave the way to the goal of a winner.

Fred Thurston, offensive guard, and Max McGee, offensive end, are co-owners of a string of nine restaurants named Left Guard. Both stress their need to be in the "winner's," rather than the "loser's," circle. Convinced that winning is a long term objective, they have translated the old Packer "winners" theme into reality through the success of their businesses. They, along with the other old Packers, took from Lombardi and the football field into their own business ventures.

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*Available free with co-sponsored programs from the Small Business Administration throughout the country.

SESSION 1

Resume of film: "THE EYE OF THE BEHOLDER"

Available from:
Stuart Reynolds Company
Beverly Hills, California 90213

PITFALLS TO AVOID WHEN OBSERVING OTHERS

In the field of human relations, when observing others, we should be aware of the following:

1. SNAP JUDGMENTS - The tendency to form first impressions of others. We should strive toward the objective approach and obtain further information before we praise, condemn, or draw a final conclusion characterizing someone. "REMEMBER" how the waiter unjustly characterized Michael Gerard as a ladies' man by first impression only?

2. PROJECTION - The tendency to attribute to others some of our own motives and faults. If one tends to be slow, awkward, lazy, etc., he should make sure that he is not projecting his faults to others. "REMEMBER" how the cabbie accused Michael Gerard of being a hood and then showed his gun and said, "Don't I know a hood when I see one?"

3. PREJUDICE -- A preconceived judgment caused by past experience or teachings, often based on insufficient knowledge. People, situations, and issues should be evaluated on the basis of their merits, with an open mind. "REMEMBER" all artists are not peculiar, as Kopplemeyer, the landlord, states.

4. PREDISPOSITION - A tendency to draw conclusions before the facts are presented; to hear what we want to hear, to see what we want to see. Frequently, in decision-making, we put the cart before the horse--we make our minds up, then look for evidence to support our position. "REMEMBER" the cleaning woman accused Michael Gerard of being a murderer because she wanted to find something wrong with him.

5. PREOCCUPATION - The state of having the mind so busy with other thoughts that it pays no attention to what is going on or what is being said. Good listening and attention to the feeling of others are invaluable tools in human relationships. "REMEMBER" how Michael's mother was so determined to get him to eat his breakfast that she did not hear a word he said?

6. LACK OF APPRECIATION FOR OTHER PEOPLE'S DREAMS AND IDEAS - It is well to realize that other people have their dreams and ideas. If this is not recognized, it is impossible to understand each other, and a sympathetic "meeting of the minds" will not take place. It will also be difficult to lead, control, or counsel them if no attention is paid to these factors. "REMEMBER" what Michael thought of the model when she paid no attention to his idea and dream of a "Modern Day Madonna"?

Resume of film: "GETTING AHEAD:
THE ROAD TO SELF DEVELOPMENT"
Type: 16 mm sound/color
Time: 30 minutes

Available from:
Roundtable Films, Incorporated
Beverly Hills, California 90213

The problem of why some persons get ahead and others stay at the same level is explored by filmed testimonials from successful executives and business leaders. Their advice on how to get ahead:

1. Often one must change his attitude toward himself.

   Some had undervalued themselves in early days, feeling that others were smarter, better educated, or more competent than they. Others overvalued themselves and thus felt that the world owed them a living. Nearly all subjected themselves to re-evaluation of their self image.

2. Self re-evaluation fosters the setting of new goals.

   a. Most set long goals -- five or ten years hence.
   b. All recommended the establishment of short-term (weekly or monthly) goals.

3. Do an honest self appraisal of strengths and weaknesses.

4. Welcome all constructive and objective criticism from others.

5. Get as much education as needed, regardless of the sacrifice.

6. Do your job as well as you possibly can; dedication will be rewarded by promotion.

7. Develop concern for others.

   a. Everyone makes mistakes; the important thing is to learn from them.
   b. Develop empathy (the ability to put yourself in the other person's shoes).
   c. Develop the ability to listen to others (most people would rather talk than listen).

8. Getting ahead often means considerable sacrifice and work but all felt that job satisfaction was the major reward.

SESSION 2

Resume of film: "YOU AND YOUR CUSTOMERS"
Type: 16 mm sound/color
Time: 12 minutes

Available from:
Small Business Administration
Superintendent of Documents
U.S. Government Printing Office
Washington, D.C. 20402
(OR your local SBA office)

Theme: In this competitive society, the customer makes the decision as to when and where to buy. Thus, it is paramount that the businessman cultivate good customer relations if he is to survive. This film explores customer relations in various retail businesses in an attempt to show the viewer how good customer relations are attained.

1. Cultivate good will in the community. This creates good will toward you and, in turn, profits; human relations between retailer and customer are of singular importance.

2. Handling complaints. Attitude is most important. Complete replacement of a defective purchase without complaint or resentment is usually the desired course of action. A satisfied customer of long standing is the best asset a business can have.

3. Maintaining an image. The store is judged by its personalized service, in many cases, and by each employee. EXAMPLE: The careless driving of a hot-rod delivery boy may be associated adversely with the store, as the name of the store is on his panel truck.

4. Don't talk too much and don't force advice on customers. Give customers a chance to browse and to think. Particularly when contemplating major purchases, such as stereos, autos, color TVs, and expensive cameras, the customer is rarely in a hurry. Give him time to think and to look, but be prepared to take plenty of time to answer his questions and to offer advice and help when needed.

TODAY'S CUSTOMER EXPECTS MORE!

THE SELLER WHO OFFERS PERSONAL SERVICE, WHO DOES MORE THAN IS EXPECTED, IS MORE LIKELY TO MAKE THE SALE!

SESSION 3

Resume of film: "OVERCOMING OBJECTIONS"
Type: 16 mm sound/black and white
Time: 30 minutes

Available from:
Dartnell Corporation
4660 Ravenswood Avenue
Chicago, Illinois 60640

Theme: Borden and Busse, well-known speech, sales talk, and persuasion writers and speakers, discuss and dramatize techniques for overcoming customer resistance to sales.

1. What are the common customer objections? "Quality is bad," "High prices," "No demand," "Overstocked," "Not interested," "Budget exhausted," "Past service poor," etc.

2. How can objections be overcome? General guidelines are:
   a. Know the answers, and all of them.
   b. Disagree agreeably, so that an objection may lose force without the customer's losing face.

3. Use the six techniques for overcoming objections:
   a. Lessen the objection by listening. As a balloon loses size by letting out the air, so an objection loses its strength if it is allowed a full airing without interruption. Let the customer relate his objection in its entirety, without interruption. Avoid the temptation to offer a snappy rebuttal; this just inflates, rather than deflates, the objection.
   b. Convert the objection into a question. An objection usually provokes argument; a question invites an answer. The answer to the question should provide information, rather than proving the customer wrong. Proving him wrong may inflate your ego, but it deflates his ego at the same time, and will ordinarily cost you a sale.
   c. Soften your answer with the cushion of a neutral third party. Interpose between the customer and you the cushion of a neutral third party, which may consist of facts and figures from a neutral source, the experience of another customer who is satisfied with the product, etc. Again, this saves the customer's pride by using the indirect approach to an answer, rather than directly confronting him with an argument from you.
   d. Keep your temper on ice. If your customer gets you "hot under the collar," keep the heat there; there must be no evidence that the customer's objections or his manner have upset you. The best way to lose a sale is to lose your temper. Thus, if upset, there must be no indication in your voice, gestures, manner, etc., to reveal that you are uptight by your potential customer's comments or his behavior.

4. Recognize the objection that is only a "stall" wearing whiskers. Objections such as "bad time," "price too high," "profits too low," are often stalls. The stalls cover the real reason for customer resistance, which is often that desire is not high enough. Make the buying benefits more vivid.

5. Use today's objections as sharpeners for tomorrow's sales talk. By knowing and anticipating possible objections, they can often be answered before they are raised.

SESSION 4

Resume of film: "THE PAPERHANGERS"
Type: 16 mm sound/color
Time: 30 minutes

Available from:
Highway Safety Sound
Edcom Productions
Mansfield, Ohio

The Problem: "Paperhanging" (the police term for passing bad checks) is the nation's costliest and fastest growing crime. The main reasons for its popularity are (a) it is quite easy, and (b) it is very lucrative. It is easy because most retail businesses must cash checks to maintain good customer relations and keep their business going. Most businesses do not guard against the bad check artist as they do against robbery and pilferage and thus the paperhanger's job is made easy. It is lucrative: bad checks cost businesses $1500 a minute -- more than the total loss from thievery and robbery. Although only 1% of checks cashed may be bad, this amount is often the difference between a profit and a loss at the end of the year.

The paperhanger knows that the business is anxious to cash checks to maintain goodwill. He knows, too, that clerks are often harried, hurried, and more anxious to make a sale than to guard against bad checks. The film illustrates the techniques used by professionals to bilk businesses of thousands of dollars, often hundreds of dollars each day by a single bad check artist. One professional regularly cashes $10,000 worth of bad checks each month, using only his fishing license as identification.

The Solution:

1. Take time to read the check thoroughly (company name must be printed, not typed or stamped).
2. The check must be on a local company that exists.
3. It must be a negotiable instrument drawn on an existing bank.
4. Check the date (checks must not be pre-dated or post-dated).
5. Check must bear the location of the bank.
6. The amount of money in words must be the same as the amount in figures. (Payroll checks are usually made out in an odd number of cents, not even.)
7. The signature must be clear and legible; it must be exactly as written; if pre-endorsed, it must be redone; phone number and address should be requested and noted.
8. Personal checks should be made out to the company cashing them, not to the person cashing them, or to "cash."
9. Always ask for identification; the casher, not the presenter, should decide what identification will be needed. (If you let the presenter decide, he will give you what he wishes, which is often forged or illegitimate.)
10. Keep a list and description of known bad checks passers and check it regularly.
11. Look for alterations on the check.
12. If possible use a photo machine, or ask for finger prints.
13. Do not allow the passer to distract you or hurry you.

Resume of film: "YOU ARE THE STAR"

Caravel Films
New York, New York
No longer available
Check your local film library

1. Your Greeting is Prompt and Friendly!

   Customers like salespeople who smile when they approach...who make them feel welcome and at home...who are cheerful and polite!

2. You Are Interested in Their Wants -- You Ask the Questions That Bring Out Their Needs and Desires!

   Customers like salespeople who help them make the right purchase...who are patient and interested in finding out just what's wanted...who offer suggestions that lead to a satisfactory decision!

3. You Show the Right Merchandise -- Explaining Its Features With Enthusiasm!

   Customers like salespeople who show them the merchandise that they ask to see...who explain how it works or washes or wears...how they can get the most good out of it...or enjoyment...or savings!

4. You Increase Your Sales By Trading Up! By Suggesting Additional Purchases!

   Customers like salespeople who suggest other items to them because they are newer, or better, or have additional style, wear, or service features. Suggesting related merchandise also shows your alertness to your customer's interest!

5. You Help the Customer Decide and Close All Sales Courteously -- In a Way That Builds Goodwill!

   Customers like salespeople who sincerely appreciate their patronage...who close a sale with a warm "thank you, come again."

YOU ARE THE BIG REASON CUSTOMERS SHOP AT OUR STORE!

Customers just naturally become "steady customers" when

YOU ARE THE STAR

SESSION 4

Resume of film: "ALL I CAN DO"
Type: 16 mm black and white/sound
Time: 24 minutes

Available from:
Wilding Productions
North Michigan Street
Chicago, Illinois

Theme: A newly promoted sales executive is assigned the task of saving the job of a friend and colleague who has fallen badly in sales results. The scene is a nationally known men's clothing manufacturing retail outlet. By explaining and demonstrating the "Five Basic Steps in Selling," the executive teaches his friend how to sell. Upon adopting the techiques the friend's sales record climbs dramatically, his job is saved, and he goes on to become an outstanding salesman. Special note of interest: The salesman whose job is in jeopardy is played by Darrec McGavin, who later became a figure in several TV series, specials, and movies made for TV.

THE FIVE BASIC STEPS OF SELLING

1. Getting attention. Favorable attention must be secured quickly.
2. Arousing interest. Sell the result of using the product, rather than the product itself. Don't talk too much. Let the prospect think, ask questions.
3. Convince him. Help him to make the decision, to choose the right product. Describe the product emphasizing outstanding features. The logical approach.
4. Arouse his desire. Make him want the product. Sell comfort, convenience, appearance. Make him feel and want. This is the time for tie-in sales. Examples: tie to go with shirt, sets of underwear for all seasons, rather than one, etc.
5. Close the sale. Become aware of the psychological moment to close. When it comes, make use of it and thus facilitate the culmination of the transaction.

The film emphasizes that these five steps may be used to sell any product or even in selling oneself.

A final word on success: Know your business, do your job well. It will be fun and, incidentally, will provide a good living. The successful salesman tells himself, "In all matters pertaining to my business career, I will do "ALL I CAN!"

Resume of film: "THE SHOPLIFTER"
Type: 16 mm sound/color
Time: 20 minutes

Available from:
Highway Safety Foundation
Edcom Productions
Mansfield, Ohio

The Problem: Shoplifting is a serious, prevalent, and costly crime.

1. When does it most often occur? On Fridays and Saturdays; near opening and closing hours; at lunch hours; in the holiday season; or at any time when retail businesses are overworked, understaffed; or sales clerks are careless.

2. Who shoplifts?
   a. 90% are amateurs: Young persons who steal for fun; kleptomaniacs who steal out of compulsion; the needy who feel it is a necessity for survival; the greedy who often rationalize that the store makes plenty of money and will never miss the stolen item, or that they are "getting even" for high prices.
   b. 10% are professionals: They make shoplifting a lucrative profession. A pair of professionals, working as team, may steal several hundreds of thousands of dollars worth of merchandise in a single day. Their goods are fenced. Some store owners believe a single professional does more damage to store income than one hundred amateurs.
   c. How many shoplifters does an average store encounter? I in 60 customers is a shoplifter.

3. How serious is the problem? It is a very real loss to nearly all retailers, and for businesses with a small profit margin, a few stolen items will put the business in the red.

4. How is it done?
   a. The use of bags, large pockets in loose dresses or overcoats.
   b. Filling empty cartons left in the store.
   c. Pocketing small items.
   d. Filling a large, empty, gift-wrapped box with a secret opening.
   e. Switching price tags.
   f. Wearing stolen garments under regular clothing.

The Solution:

1. Employing an adequate sales force is less expensive than permitting excessive shoplifting.
2. Alertness and courtesy on the part of clerks.
3. No empty cartons should be left around.
4. Keep small display items at a minimum.
5. Beware of bags and cartons and unusual apparel (rain cape on sunny days, etc.).
6. Use surveillance: TV cameras, field glasses, convex mirrors, uniformed guards.
7. Use good lighting and larger aisles.
8. Merchandise must not be left unattended.
9. Wait on customers quickly and keep an eye on them while they browse.

IN SHOPLIFTING, PREVENTION IS THE BEST CURE.

SESSION 5

Resume of film: "A RESUME OF VINCE LOMBARDI'S FIVE RULES FOR SUCCESS"

Available from:
Dartnell Corporation
4660 Ravenswood Avenue
Chicago, Illinois 60640

MENTAL TOUGHNESS IS ESSENTIAL TO SUCCESS

1. Success in anything in the world is at least 75 percent mental. Mental toughness is perfectly disciplined will. You discipline your will by refusing to give in to yourself. Mental toughness is a state of mind; one that refuses to admit defeat. It is character in action -- it builds confidence.

CONTROL THE BALL

2. As a salesman, the only way that you can be sure of making every pertinent sales point is control the sales presentation. A salesman recognizes each customer as a somewhat unique personality and he has a suitable sales approach to fit. If one doesn't work, he doesn't hesitate to try something different. Confidence is contagious; it will develop into pride.

FATIGUE MAKES COWARDS OF US ALL

3. When you're tired physically, you have to be tired mentally, too. You lack drive and aggressiveness. To the dedicated salesman, "Fatigue makes cowards of us all" means more than a suggestion to follow in regular exercises. It means proper diet, enough sleep to restore your body to peak efficiency.

OPERATE ON LOMBARDI TIME

4. Be fifteen minutes early for your every appointment. Time spent for a call-back when one call should have done the job, time spent on a solicitation for which you're unprepared, time spent sitting and waiting, doing nothing, isn't LOMBARDI TIME.

MAKE THAT SECOND EFFORT

5. Every salesman must have the will to win. A good salesman makes a total commitment to his company, his product, and himself. Second effort becomes an integral part of his character, a part that pays off. The success and pride these five rules can bring to the man who follows them are well worth the effort -- yes, even second effort.

CASE STUDIES

CASE NO. I

APPROACHING CUSTOMERS PROPERLY

SITUATION: A customer is walking through the camera department and stops to examine a camera that is displayed on top of one of the counters. As the customer examines the camera, the salesperson approaches and remarks, "Can I help you, honey?"

PROBLEM: Approaching customers properly.

POSSIBLE SOLUTIONS: The salesperson might:

1. Say: "Did you want a camera?"
2. Say: "May I help you, please?"
3. Say: "Good afternoon, Mrs. Jones. It's a lovely day, isn't it?"
4. Say: "Good morning, Mrs. Wilson. How are you today?"
5. Say: "That is an attractive camera, and it certainly takes good clear pictures."
6. Other?

BASIC PRINCIPLES INVOLVED:

1. The service approach is usually employed only as a last resort.

2. The personal greeting is frequently used when the salesperson knows the customer by name.

3. The merchandise approach is preferred, especially when the customer is already examining the merchandise.

4. Avoid terms such as honey, dearie, sweetie, and nicknames such as "Skinny," "Dopey," etc. when approaching a customer.

5. Avoid mentioning weather, race, religion, and politics when approaching a customer. These are controversial subjects and may get you off on the wrong foot.

CASE NO. 2

HANDLING THE "JUST LOOKING" CUSTOMER

SITUATION: The following situation takes place in the ladies' neckwear department. A customer has entered the department and stops to look at a display of scarfs. The salesperson approaches the customer and asks if she can help her. The customer replies, "No thanks, I'm just looking."

PROBLEM: Handling the "just looking" type of customer.

POSSIBLE SOLUTIONS: The salesperson might:

1. Say: "We are happy to have you look around. When you find something you like, call me, please." (The salesperson then goes about other duties.)
2. Say: "OK" and then stick close to the prospect. Every time the customer examines an article, the salesperson should quickly recite its outstanding feature.
3. Say: "While you are looking, will you please look at these new collars which just came in. They are so attractive."
4. Say: "If you have a few minutes time, I would like to show you around this department, so that you will know what we have when you are ready for something." (On this "guided tour" the saleslady talked up the merchandise in her department.)
5. Other?

BASIC PRINCIPLES INVOLVED:

1. Unless the "just looking" customer indicates that she wants to be waited upon, it is best to let her alone, at least in popular priced stores.

2. No attempt should be made to force the looker to buy. It is best to let the merchandise "speak for itself."

3. Casual lookers often want something, but their wants are not crystallized. They are comparing your merchandise with competitors' products and need help and information. Today's shopper often becomes tomorrow's customer.

4. Keep the door open for a second approach.

CASE NO. 3

HANDLING PRICE OBJECTIONS

SITUATION: A customer enters the men's furnishings department of a store that handles good quality merchandise. He tells the salesperson that he wants to look at some gloves. The salesperson shows the customer several glove styles in the customer's size. After trying on several pairs the customer finds a pair that he likes. He asks the salesperson the price of the gloves. When the salesperson tells him the price, the customer remarks that he didn't intend to pay that much for a pair of gloves.

PROBLEM: Handling price objections.

POSSIBLE SOLUTIONS: The salesman might:

1. Say: "Perhaps you are in the wrong department. Our budget shop is in the basement."
2. Say: "You get what you pay for, and if you want quality merchandise, you'll have to pay for it."
3. Say: "I know just how you feel, but really you gain by buying this quality of glove. Let me show you." Point out and explain the features of the gloves, such as kind of leather, stitching, comfort, warmth, etc., that add up to quality, durability, style, and satisfaction.
4. Say: "Why don't you try the dime store? They have some pretty good stuff, and cheaper, too."
5. Other?

BASIC PRINCIPLES INVOLVED:

1. A seeming objection is often an implied request for more information, rather than an excuse for not buying.

2. Justify price by explaining the features of your merchandise. The price tag is a fairly accurate barometer of unseen or hidden values.

3. Never belittle a customer by assuming that he is poor or a "penny pincher."

4. Never invite a customer to shop elsewhere. They usually will.

CASE NO. 4

MEETING THE OBJECTION

SITUATION: A customer enters the lamp department and asks to look at a lamp that would be suitable for her living room. She describes the furnishings in her room, her color scheme, etc. She wants a lamp that she can place on an end table. The salesperson displays several lamps that would look well on an end table. After looking at several, the customer finds one she likes, but remarks that it isn't exactly what she wants.

PROBLEM: Meeting the objection "It isn't exactly what I want."

POSSIBLE SOLUTIONS: The salesperson might:

1. Say: "Well, I'm sorry. I guess I have shown you everything we have."
2. Say: "We probably have the most complete stock of lamps in town. If you can't find a lamp you like here, I'm sure you won't find any elsewhere."
3. Ask what she didn't like about the lamp she couldn't decide upon.
4. Say: "We will be happy to shift bases or shades, if you would like a different combination."
5. Other?

BASIC PRINCIPLES INVOLVED:

1. Hesitation in reaching a decision is often an unexpressed desire for more information.

2. Unless a salesman asks tactful questions, he will not be able to know what a customer is thinking.

3. Explain store policies regarding substitutions or interchanging of merchandise elements.

NOTE: In this case, the customer preferred a shade that was on another base, but did not know that the shades and bases could be interchanged. When this became known, a sale resulted.

CASE NO. 5

SELLING BENEFITS

SITUATION: The following situation occurs in the women's ready-to-wear department. A customer who is wearing a scowl on her face and appears to be in a very depressed mood enters the department. She stops to examine some dresses on the $6.98 to $10.98 rack. The salesperson approaches and greets the customer. The customer replies in a sarcastic tone, "I never saw such shoddy-looking merchandise."

PROBLEM: Convincing the customer that she is receiving full value for the price asked.

POSSIBLE SOLUTIONS: The saleslady might:

1. Say: "Humph--did you expect Paris originals at that price?"
2. Say: "You are mistaken, madame, this store has never carried shoddy merchandise."
3. Say: "These dresses are the between-season colors and are not quite as bright as we have been wearing. However, they are well made and so appropriate for right now. Let me show you how well they are made."
4. Sympathize with the customer for the difficulty of finding merchandise which will always meet approval, but point out the style, seasonableness, and appropriateness of the merchandise.
5. Other?

BASIC PRINCIPLES INVOLVED:

1. It may usually be assumed that a good store does not carry cheap or shoddy merchandise, and no worthy salesperson will run down his merchandise.

2. Avoid direct contradictions to a customer's opinions.

3. Agree quickly with some minor point raised by a customer, and then go on to explain the better features and qualities of your product.

4. Ignore customer comments -- don't contradict -- and proceed with an explanation of the features of the item.

5. Various factors affect individual attitudes -- the salesperson must readily adjust to any customer attitude that he may confront during the day.

6. Show courtesy to the customer at all times, for the CUSTOMER IS BOSS.

7. Stress only strong features of an item -- never stress the known weaknesses.

CASE NO. 6

SITUATION: A salesperson is displaying shirts to a customer in the boys' shirt department. The customer does not know exactly what kind of a shirt she wants and asks the salesperson to show her several. As the customer examines each shirt, she asks detailed questions as to the kind of material, price, cleaning instructions, etc. After considerable time has elapsed, the customer remarks, "Well, I just think I will let it go," and walks out of the department. The salesperson is clearly disturbed and remarks in an audible tone to the salesperson near her, "That woman made me so mad I could scream." There were other customers in the department at the time.

QUESTION: How could this have been avoided?

BASIC PRINCIPLES INVOLVED:

1. Sometimes it is desirable to ask a customer why she does not like the merchandise. She often thus gives you a clue to her behavior and action.
2. Never let any word, look, or gesture convey to the customer your disappointment in not making a sale.
3. In this case and many others, to display more merchandise will only serve to further confuse the customer.

CASE NO. 7

SITUATION: Ten minutes before closing time a young man entered the men's wear department and asked to look at suits. At closing time the customer was still undecided on a $100 suit. The salesman had to be out of the store in ten more minutes in order to catch his commuter's bus for home.

QUESTION: How should this situation be handled?

BASIC PRINCIPLES INVOLVED:

1. Some salespeople are so "busy" at closing time that they fail to see late customers. This is poor salesmanship on the employee's part.
2. Loyal employees are willing to give a few extra moments of their time in exchange for the time their store gave them for "coffee breaks," "rest breaks," and other paid moments of idleness.
3. The situation described is one of the "hazards" of the job. Occasionally, a salesperson must submerge his personal interest and desires for the sake of customer service and goodwill.

CASE NO. 8

SITUATION: In the men's department of your store, there are many excellent imported suits on sale. There are also some medium-quality, classically styled, less expensive suits on sale. A well-dressed businessman walks into your department and briskly says that he wants a "plain, no-nonsense suit at a fair price that will wear well."

QUESTION: What buying motives could be influencing this customer? How might you persuade him to buy the more expensive imported suits?

BASIC PRINCIPLES INVOLVED:

1. Fashions do change fast, and some people do not want to spend high prices on clothing that may not be in style very long.
2. Stress the fashionableness of the imported suit.
3. Stress the "on-sale" features. Everyone likes to get something worth more money than they paid for it.

CASE NO. 9

SITUATION: Suppose that you are employed as a salesperson in a men's clothing store, and have just spent considerable time showing suits to a customer. The customer finally says that he wants to postpone buying until he examines the suits sold by Hussian, a competitor of your store. You know that Hussian's suits average in price about $10 less than yours, but you also know that they sell for less because they are made with cheaper materials and lower quality workmanship.

QUESTION: How can you retain the customer's interest in your suits without knocking your competitor?

BASIC PRINCIPLES INVOLVED:

1. Be tactful in remarks about competitors.
2. Stress service over competitor's lower prices.
3. Never openly tell a customer that the competitor's product is not of good quality. Stress that yours is better.
4. Remind him of the good points of your suits to look for when examining other suits.

CASE NO. 10

SITUATION: Nancy was in the process of helping a customer decide which leather handbag to purchase. One was priced at $15.95 and the other at $12.95. The customer was uncertain about which to choose. Nancy finally said, "If I were you, I would take the $15.95 handbag. The other one is constructed more cheaply -- it has less stitching and is made of a poorer quality leather." The customer thanked Nancy and said she would look around.

QUESTION: What caused this lost sale?

BASIC PRINCIPLES INVOLVED:

1. Never knock the product you are representing.
2. Stress positive rather than negative factors.
3. Tactfulness as well as honesty are required characteristics of the good salesman.

CASE NO. 11

SITUATION: Several customers are waiting at your counter for service. One of your regular customers comes to the counter where you are busy waiting on a customer and tells you what she wants and asks you to wait on her right now. All of the other salespeople are busy just now.

QUESTION: What should you do?

BASIC PRINCIPLES INVOLVED:

1. Always greet the waiting customer and give her something to examine or handle.
2. Your first customer has first claim on your care and attention.
3. Never leave the customer you are serving without asking for and securing her permission.

CASE NO. 12

AROUSING CUSTOMER'S INTEREST

SITUATION: A customer enters the men's furnishings department and asks a salesperson to show him a pair of pajamas for himself. After determining the customer's size, the salesperson placed a stack of pajamas on the counter. The customer didn't see any he liked and asked the salesperson if he had any more. The salesperson placed another pile on the counter for the customer to inspect. The customer finally remarked that he didn't see anything that he wanted and left the department.

PROBLEM: Arousing the customer's interest in the merchandise and narrowing his choice to a particular item.

POSSIBLE SOLUTIONS: The salesperson might:

1. Say: "Sorry, that seems to be about all we have in your size."
2. Ask pertinent (not impertinent) questions to get the customer to talk, such as color preference, flannel or cotton preference, buttoned or slip-over tops, etc.
3. Show one pair of pajamas of each style and preferred color, explaining the features of each.
4. Ask customer to state his preference.
5. Watch for customer's reactions and for buying signals. Quietly withdraw unwanted merchandise. Help customer to make choice by asking leading questions.
6. Other?

BASIC PRINCIPLES INVOLVED:

1. Qualify customer by asking questions courteously.
2. Show enough merchandise to meet the customer's expressed desires, but not so much that he becomes confused. Usually three or four different styles are sufficient.
3. Narrow the choice and hasten the close by quietly removing unwanted merchandise.
4. Keep your eyes on the customer's face while explaining merchandise to detect buying signals and expressions of likes and dislikes.
5. Be positive in your suggestions and attitude.

CASE NO. 13

THE MUSLIN CASE

CUSTOMER, with two packages under his arm, enters a department store, hesitates, looks doubtfully around, and then takes a slip of paper from his pocket.

SALESPERSON approaches and says, "Good morning. May I wait on you?"

CUSTOMER: "My wife asked me to stop in and get 6 yards of unbleached muslin, 36 inches wide."

SALESPERSON after accompanying the customer back to the piece goods section of the store, gets the requested muslin and says, "At 35¢ per yard that will come to $2.10 and the sales tax will be 6¢ making a total of $2.16. Will there by anything else?"

CUSTOMER: "No thank you," and then counts out three dollar bills.

SALESPERSON: "The amount of the purchase is $2.16 and you gave me $3.00."

SALESPERSON records the sale and upon starting to wrap the muslin notices the other packages the customer is carrying, and says, "Would you like for me to wrap this with your other packages so that you will have just one to carry?"

CUSTOMER smiles and says, "Why yes, please."

SALESPERSON after wrapping the packages, counts back the change and states, "Thank you, please come in again."

CUSTOMER: "Thank you. I will -- and thank you for wrapping the packages."

Comments on the salesperson's actions:

CASE NO. 14

THE SKIRT CASE

A lady customer has bought hose for her daughter who is going away to school. The saleslady and the customer are standing near a display of ladies' skirts.

SALESPERSON: "Have you seen the new skirts we are featuring?" (Customer replies she has not.)

SALESPERSON: "Are you acquainted with the new material called Lorette?"

CUSTOMER: "I am not certain."

SALESPERSON: "Let me tell you about it. Lorette is made by Dering-Milliken -- that is one of our best fabric manufacturers. They put in many years of research and testing to perfect this revolutionary fabric. Lorette is a blend of 55% orlon and 45% wool. It looks like wool, yet it wears much better. Just feel the fine texture. (Customer feels skirt.) Lorette has body and yet it is not heavy. Hold it up and feel how light it is. (Customer does so and agrees.) It will not fray or stretch out of shape. It is wrinkle resisting and seldom, if ever, needs pressing. It may be dry cleaned or washed, and even after washing it does not have to be pressed. Isn't this a wonderful material?"

CUSTOMER: "Yes, it is. I am glad you told me. When I need a skirt, I may try one of these."

SALESPERSON: "I am thinking about your daughter going away to school. This would make an ideal skirt for everyday use. It will stand hard water, and it will not wrinkle or lose its crease even in rainy weather. It would be so convenient and practical because it will require little or no pressing. And, she could wash it herself, if necessary."

CUSTOMER looking at price ticket -- "Isn't this high forjust a skirt?"

SALESPERSON: "Yes, the price is a little more than a wool skirt. However, when you consider the extra wear and very little, if any, dry cleaning costs, it will be less expensive -- you will actually save. Notice how well this skirt is made, and how neatly the pleats are gathered in. Also, this skirt may be worn during any season. It is heavy enough for cold weather, and yet it is light enough for warm weather."

CUSTOMER: "Pleated skirts are so difficult to press."

SALESPERSON: "In most materials they are. But in Lorette the pleats hold their crease, even after washing."

CUSTOMER: "There are so many colors these days. It is a problem to get ensembles to look right."

SALESPERSON: "Yes, it is. But these plaids will go with most any color. Because beige is predominant it will harmonize well with any shade of red, brown, or green, and the overcheck of gray and red will blend with most any color. Isn't this color combination beautiful?"

CUSTOMER: "Yes, it is pretty."

SALESPERSON: "These colors will keep their depth and richness, because Lorette holds its colors. The lighter colors will not look dingy even after repeated cleaning or laundering. What size does your daughter wear?"

CUSTOMER: "Size 14, I believe. Maybe I had better wait and be sure."

SALESPERSON: "These skirts have an adjustable waist feature. It may be changed very easily and quickly to fit comfortably and neatly. (Shows how to adjust -- customer tries adjustment -- agrees.) And, after adjusting, the skirt will hang straight, and look trim and neat because of the pleats. Also this will prevent your daughter outgrowing the skirt. It will always be stylish."

CUSTOMER: "If the size is wrong, could I exchange it?"

SALESPERSON: "You certainly may. We are featuring these skirts and have a good stock of sizes. I know you and your daughter will be pleased with how nice this skirt will look, and the service she will get. Would you like for me to wrap it with your other package?"

Sale is completed.

Comments on this sales technique:

CASE NO. 15

SAW CASE

Customer enters a hardware and appliance store, and after being approached by a salesperson, states he needs a saw.

SALESPERSON: "We have a good assortment of saws. Do you have any special kind in mind?"

CUSTOMER: "No, I don't."

SALESPERSON: "There are different kinds of saws, and some of them are made for special uses. So that I may help you get the right saw, would you tell me about how you intend to use it?"

CUSTOMER: "Well -- general use, I suppose. We have just moved into our new home, and I want to build some shelves -- and things like that."

SALESPERSON gets a saw from the rack and says, "Here is an A Brand saw. It is one of the best we stock. Since you will probably be doing both cross-cutting and ripping, you will find a medium tooth the best. This has 8 teeth to the inch."

CUSTOMER: "That is a fine looking saw, but, how much is it?"

SALESPERSON: "The price is $5.45. May I show you . . .?"

CUSTOMER interrupts by saying, "Don't you have anything lower in price? I saw one in a catalog for much less."

SALESPERSON: "Yes, there are lower priced ones. Here is another for $2.95. It is a good saw and will give you reasonable service. But, may I show you why the A Brand is the better saw. The blade is made of chrome nickle alloy steel, scientifically heat treated, hardened and tempered so that the teeth will take and hold a keen edge. This means it will cut easier and quicker, and will hold its sharpness longer. Notice the teeth. They are precision set, and double bevel filed so that the saw will cut a straight line and leave a smooth edge on the boards. Hold this saw up and look down along the teeth and see how uniform they are." (Customer looks down along teeth -- nods agreement.)

While the customer is holding the saw the salesperson brings out other features of the A Brand such as: Taper ground blade to prevent pinching, binding, and buckling. Handle made of selected close grained seasoned hardwood to prevent splitting -- well finished to assure smoothness -- fastened with stay tight bolts to assure permanent tightness.)

CUSTOMER: "Well, I don't know. Wouldn't this other saw be all right for me?"

SALESPERSON: "Yes, it will give reasonable use. But, compare the quality of the two saws. Try the feel and balance of both." (Customer handles first one then the other and examines them closely.) "Doesn't this A Brand feel lighter and better?" (Customer smiles and nods agreement.) "Think of all the advantages to you." (Repeats in different words, previous points,) and adds the following: It will do better work for you and easier; It will hold its edge better, and require less sharpening -- save you time and money, and actually cost less in the end; With reasonable use and care, it should last you many years, and you will have the pleasure of owning and using a fine tool around your new home. "Don't you believe this A Brand is the best buy for you?"

CUSTOMER: "Yes, I think it would."

SALESPERSON: "I am confident you will be happy you decided on the A Brand. After using a saw, it is a good practice to rub on a very light coat of good oil. This will prevent rust and keep the blade bright and smooth so that it will always cut properly."

CUSTOMER: "That is a good idea."

SALESPERSON: "Do you have other tools you may need such as a hammer, square (mentions others)?"

CUSTOMER: "I have these."

SALESPERSON: "Do you have a supply of different size nails?"

CUSTOMER: "I am glad you asked me. I will need some nails."

Customer buys nails and sale is completed.

SALESPERSON: "My name is Jones. (Customer gives his name and a friendly acquaintance is established.) The Bell Hardware and Appliance Company carries well selected lines of fine quality hardware and household appliances. (Names several.) If there is any way we may be of service in helping you get your new home arranged, call on us. We will look forward to seeing you again."

After salesperson and customer exchange thanks, the customer departs.

Comments on sales techniques:

CASE NO. 16

DRAPERY MATERIAL CASE

A Lady customer in the piece goods section of a store has stated she wants to look at material for draperies.

SALESPERSON: "Have you decided on any particular material?"

CUSTOMER: "No, I haven't. I looked at some Faille, but it would be so expensive. Draperies are such a problem."

SALESPERSON: "Maybe I can be of help. Lately so many folks have moved into new homes and needed draperies. I am glad we have been able to assist and please them. We have a good selection of material. Where do you plan to use the draperies?"

CUSTOMER: "In my living room."

SALESPERSON: "Draperies can add so much to the attractiveness of a room. Would you mind describing your living room, and how it's furnished?"

CUSTOMER gives description of room including size, location and number of windows -- fireplace -- walls in knotty pine paneling -- ceiling in painted light green -- furniture mostly covered in floral design -- more than average window space makes the room unusually bright.

SALESPERSON: "I know you are happy to have such a cheerful and attractive room." (After short pause.) "Wouldn't something in a rich and deep solid color blend in beautifully?" (Customer smiles slightly.) "Let me show you something that should be ideal (several bolts of material are laid out). This is Osnaburg. It's texture and weave would be very appropriate with the knotty pine walls and the fireplace. This fabric is vat dyed which is the most color-fast method of dyeing. It is sanforized and will not shrink more that 2%. It is economical too. It costs less than half as much as Faille."

CUSTOMER: "How much is it?"

SALESPERSON: "Only 98¢ a yard in 48 inch widths. Isn't that reasonable?"

CUSTOMER smiles again, then asks, "Is it washable?"

SALESPERSON: "Yes, it is. And, it does not have to be ironed. Some people like its appearance better when not ironed. Wouldn't that be time saving and convenient?" (Customer agrees.) "Which of these colors do you like best?"

CUSTOMER: "I like this color here."

SALESPERSON: "I was hoping you would select the wine color because it will harmonize so well with the paneled walls and contrast with the color of the ceiling. Wine color will go nicely with any of the colors in your furniture covers, and the solid color

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will fit in nicely with the floral designs. And, the deep shade of this color will soften too much brightness and sunlight."

CUSTOMER: "Will sunshine fade this material?"

SALESPERSON: "Sunshine will eventually fade any color. But, because this material is vat dyed (explains vat dyeing) it will fade very little -- much less than other ways of dyeing. And, if it does fade slightly it will be a slow even shading, and still be attractive after long use. Do you have the measurements of the windows?" (Customer gets slip of paper from purse and she and the salesperson discuss measurements.)

SALESPERSON: "You have figured 22 yards. Does that allow for hems and pleats?" (Explains why.)

CUSTOMER showing disappointment and doubt says, "That is going to be more than I expected. It sounds so complicated. I hoped to make these myself. (After pause) I don't know. Maybe I should think about ready-made draperies."

SALESPERSON: "It does take a little more to make good hems and pleats, but it is worth the little extra cost, because the draperies will hang and look so much better. But, since this is a solid color you will not lose any material as you would in matching a pattern material. Really sewing in hems and pleats is easy. I have shown some other ladies how, and they made some handsome draperies. Just let me explain. (Explains and sketches how to lay out and cut material square, fold hems, gather, pleat, etc.) Now isn't that easy?"

CUSTOMER smiles and says, "Why I can do that. (Pauses and looks doubtful again.) I am just wondering if there is any other material that would be better?"

SALESPERSON: "I want you to be pleased and satisfied. Of all the materials that could be used, and considering price, I cannot think of any material that would be more suitable for your living room. This Osnaburg is so economical in price and care. It is so convenient because it is washable at home and does not need ironing. This wine color will look so attractive for so long. I am sure you will be proud of them in your living room and happy you decided."

CUSTOMER: "Yes, I believe I would."

SALESPERSON: "Will you use shades?"

CUSTOMER: "We haven't decided yet."

SALESPERSON: "The reason I asked is because some folks buy lined draperies, use them as draw curtains and find they do not need shades." (Explains how natural color Osnaburg may be used as lining and its advantage.)

As a result lining is purchased.

SALESPERSON: "Do you have heavy duty thread that is best for sewing this weight material? We can match the color while you are here." (Result -- thread is purchased.)

Sale is completed.

Comments on sales technique:

CASE NO. 17

SHIRT CASE

A customer enters a store and asks for an X Brand shirt, white, in size 16 collar and 33 sleeve.

SALESPERSON: "I am sorry -- we do not have that brand. We carry the Z Brand that is just as good."

CUSTOMER: "No thank you. I only wear the X shirt."

SALESPERSON: "Is there anything else?"

CUSTOMER: "No, I believe not."

SALESPERSON: "Come in again."

Customer departs.

Same customer enters another store and makes the same request for a shirt.

SALESPERSON: "The X Brand is a good shirt, but we do not carry that line, (while speaking walks over to case -- gets a shirt). May I show you the Y Brand shirts we have featured very successfully for several years." (Salesperson while talking holds out a shirt, and explains its good features including the quality of the material, tailoring, fit, and style of collar.)

CUSTOMER: "That is a nice looking shirt, but I prefer the X Brand."

SALESPERSON: "I am interested in your preference. Would you mind telling me why?"

CUSTOMER: "They wear the best and the collars don't shrink."

SALESPERSON: "The wearing service of a shirt is important. And, a collar must keep it's size in order to be comfortable and look nice. That is why, we, after much careful consideration, decided to feature the Y Brand shirt. This material is broadcloth made of the best quality combed cotton yarn. Notice the luster of this material. And it will stay that way because it is mercerized." (Salesperson holds out the shirt -- customer takes it and examines it closely.)

SALESPERSON after allowing customer to inspect the shirt says: "This material is sanforized which means it is guaranteed to not shrink more than 1%."

CUSTOMER: "How do these collars fit?"

SALESPERSON: "The best of any shirt we have ever carried. Notice how the collar sets up, and these points will not curl. More and more of our regular customers who have tried this Y Brand are coming back for more because of the fit and service it gives."

CUSTOMER: "Well -- I believe I will try one."

Sale is completed.

SUPPLEMENTARY

HANDOUTS

These handouts may be used to supplement or replace items in the regular teaching units.

QUESTIONS TO CONSIDER BEFORE ENTERING THE RETAIL TRADE

If you are considering Retailing as a career, ask yourself the following nine questions:

1. Do I want a career that affords constant stimulus and challenge?
2. Do I want a chance for early recognition of ability and performance?
3. Do I want the chance to make excellent earnings while I'm still young?
4. Do I want a business which needs imagination to create, develop, and sell new ideas?
5. Do I want a chance to guide and help large numbers of people to increase their comforts and their satisfactions?
6. Do I want a business that requires practical, day-to-day dealing with people and things."
7. Do I want to see everyday the direct results of my own efforts?
8. Do I want a part in the nation's second largest industry -- an industry in which my knowledge and experience can be applied almost anywhere, coast to coast?
9. Do I want the warm satisfaction of making a personal contribution to my community?

If your answer to most of the nine questions is "YES!" we'd say that retailing could be just the business for you.

HOW TO MAKE EVERYDAY A "BY JUPITER" DAY

RECIPE FOR A "POINDEXTER" DAY

Take a pint of ill humor
add one or more unfortunate incidents,
set over good fire.
When at boiling point,
add tablespoon of temper.
Baste from time to time with sarcasm.
Cook until edges curl.
Add handful of haughty words,
as mixture curdles, stir furiously,
to a slow burn
DO NOT COVER -- MAY BLOW TOP
Serve while sizzling!

RECIPE FOR A "BY JUPITER" DAY

1 cup friendly words
2 heaping cups understanding
4 heaping teaspoons time and patience
Pinch of warm personality
Dash of dry humor (or sense of humor)
Spice of life.

INSTRUCTIONS FOR MIXING INGREDIENTS

Measure words carefully
Add heaping cups of understanding
Sift together three times before using
Make smooth sauce -- not too thick;
Use generous amounts of time and patience
Cook with gas on front burner
Keep temperature low -- do not boil
Add dash of dry humor (or a sense of humor)
A pinch of warm personality
Season to taste with spice of life!

Serve in individual molds.
Best when made by a good mixer!

"MY CODE OF ETHICS"

1. I believe in the Golden Rule as the basis of all human conduct; therefore, I will never do to another person that which I would not be willing for that person to do to me if our positions were reversed.

2. I will be honest, even to the slightest detail, in all my transactions with others, not alone because of my desire to be fair with them, but because of my desire to impress the idea of honesty on my own subconscious mind, thereby weaving this essential quality into my own character.

3. I will forgive those who are unjust toward me, with no thought as to whether they deserve it or not, because I understand the law through which forgiveness of others strengthens my own character and wipes out the effects of my own transgressions, in my subconscious mind.

4. Whatever time I may have to devote to the discovery and exposure of the weaknesses and faults of others I will devote, more profitably to the discovery and correction of my own.

5. I will slander no person, no matter how much I may believe another person to deserve it, because I wish to plant no destructive suggestions in my own subconscious mind.

6. I recognize the power of thought as being an islet playing upon my brain from the universal ocean of life; hence, I will set no destructive thoughts afloat upon that ocean lest they pollute the minds of others.

7. I will conquer the human tendency toward hatred, envy, selfishness, jealousy, malice, pessimism, doubt, and fear -- for I believe these to be the seed from which the world harvests most of its troubles.

8. When my mind is not occupied with thoughts that tend toward the attainment of my definite purpose in life, I will voluntarily keep it filled with thoughts of courage, self-confidence, and goodwill toward others, and faith, kindness, loyalty, love for truth and justice, for I believe these to be the seed from which the world reaps its harvest of progressive growth.

9. I understand that a mere passive belief in the soundness of the Golden Rule philosophy is of no value whatsoever, either to myself or to others; therefore, I will actively put into operation this universal rule for good in all my transactions with others.

10. I understand the law through the operations of which my own character is developed from my own acts and thoughts; therefore, I will guard with care all that goes into its development.

11. Realizing that enduring happiness comes only through helping others, finding that no act of kindness is without its reward, even though it may never be directly repaid, I will do my best to assist others when and where the opportunity appears.

SESSION 1

CODE OF SELLING ETHICS

1.	BE HONEST	with money, merchandise, truth and time. Remember that time is PAYROLL money on the job.
2.	BE COURTEOUS	avoid loud talking and laughing.
3.	BE WELL-GROOMED	and neat in appearance, but remember that application of make-up, hair combing and nail filing are always to be done off the floor.
4.	BE INDUSTRIOUS	find work to do, such as cleaning and straightening stock when there are no customers.
5.	BE DEPENDABLE	do your work thoroughly -- start to clean and straighten from the bottom of the pile. If you are unable to report for work, notify your manager before the store opens.
6.	BE LOYAL	avoid running down your firm's merchandise. You may not always care for it, but your management spent time and money securing it.
7.	BE ALERT	go ahead on your own. If you notice a certain kind of goods that is not selling, call that fact to the attention of your supervisor. THINK for yourself.
8.	BE INTERESTED	suggest a substitute when out of a requested item. Your suggestion helps the firm and makes a friend of the customer.
9.	BE COOPERATIVE	remember the banana when it leaves the bunch, it gets skinned! Be willing to help another whether you personally like the individual or not. Remember that gossip destroys cooperation.
10.	BE ORDERLY	keep the merchandise clean or it will not sell. Do your part in keeping the rest rooms clean.
11.	BE ENTHUSIASTIC	show customers that you like to serve them. Talk enthusiastically about your merchandise.
12.	BE ADAPTABLE	welcome the opportunity to learn about new merchandise and to handle different kinds of customers.

HUMAN RELATIONS IN RETAILING

A STUDY OF PEOPLE

A. People are alike in their basic "wants".

1. They want to work.
2. They want approval.
3. They want to think and act as individuals.
4. They want to get ahead.

B. People differ in the methods they use to gain the things they want.

1. Some progress through good job performance.
2. Some progress through assistance of friends.
3. Some progress by using unfair work methods.
4. Some progress by holding others back.

FOUNDATIONS FOR GETTING ALONG WITH CO-WORKERS

1. Treat and know people as individuals.
2. Recognize that people's moods are unpredictable.
3. Don't pass the buck.
4. Be loyal to co-workers.
5. Seek promotion on your own merit.
6. Build department morale.

THE FOUNDATIONS FOR GOOD RELATIONS WITH MANAGEMENT

1. Be sold on the aims, purposes, and outcomes that your employer or supervisor has in mind.
2. Be loyal to your supervisor and uphold his decisions before other employees.
3. Make the best use of constructive criticism.
4. Contribute new ideas for the advancement of the organization.
5. Assume and carry out responsibilities when assigned by management.
6. Recognize the supervisor as a human being, subject to varying moods.

FACTORS WHICH CONTRIBUTE TOWARD MAKING OTHER PEOPLE LIKE US

1. Be ready to speak first -- don't wait for the other person to make the first move.
2. Remember names and use them when possible.
3. Look directly at the person and smile frequently.
4. Listen -- at least some of the time. Don't do all of the talking.
5. Evince interest in the other person and make him feel important.
6. Be dependable.
7. Overlook faults in others -- not in yourself.
8. Be thoughtful and considerate in your dealings with others.
9. Don't argue.
10. Keep in touch with your friends; use the telephone and pen freely.

There you are -- as simple as that! Try it out and see how fast it works.

DEFINITIONS OF PERSONALITY

"That which constitutes distinction of person; distinctive personal character; individuality; magnetic personal quality."

Webster's International Dictionary

"Personality is the sum total of those habits a person has formed in adjusting himself to life situations."

Psychology in Human Affairs
by J. Stanley Gray

"Personality is what people see when they look at you, and what they hear when you speak and what they feel when in your presence.

So to Speak
by Elizabeth Ferguson von Hesse

"Personality: When I met him I was looking down and when I left him I was looking up."

Yankee

"Personality is the extent to which the individual has developed habits and skills which interest and serve other people."

Henry C. Link, Director
Psychological Service Center
New York City, New York

"Conscientious control of all one's energy, directed with the greatest efficiency."

(Source Unknown)

HOW DO PEOPLE GET THE WAY THEY ARE?

Everyday on the job you're dealing with personalities . . . WHAT IS PERSONALITY? Here are some classical definitions of personality that some people have come up with. Everyday we learn more about our workers' personality differences. The IDENTIFYING CHARACTERISTICS, the way a man LOOKS, TALKS, ACTS, THINKS, and FEELS; his LIKES, DISLIKES, his ABILITIES, his INTERESTS, yes, even his HOPES and ASPIRATIONS, make up his PERSONALITY.

PERSONALITY then, simply means the total person. All that a person has been, is, and ever will hope to be!

But why do personalities differ so? HOW DID HE GET THAT WAY?

To understand we must look at many important and many unimportant experiences in their lives . . . some we know from HEREDITY and some are the result of ENVIRONMENT, their "mak'ins."

The fact that each of us inherits certain physical traits, and that the combination of anyone else, has made us the person we are, unique and different from everyone else. Recognizing that people are different, that each of us has his own strengths and abilities, his own weaknesses and limitations, IS THE FIRST STEP IN UNDERSTANDING PEOPLE. WE MUST ADMIT THAT WE ALL ARE DIFFERENT AND ARE THE PRODUCTS OF DIFFERENT COMBINATIONS OF HEREDITY AND ENVIRONMENT.

Heredity, to a large extent, determines what a person will be. The seed of an oak tree will not produce an elm tree.

Taken together, WE ARE MADE UP OF WHAT WE HAVE INHERITED AS IT HAS INTERACTED WITH OUR ENVIRONMENT . . . all the experience we have ever had and how we feel about them. WHAT A PERSON FEELS -- TO HIM IS A FACT . . . AND IT MUST BE TREATED AS SUCH EVEN IF IT IS 100% WRONG!

PROVEN PERSONALITY POLISHERS

Try to develop a positive habit to replace an objectionable one. In time, your way of acting will overcome your old one.

Search for ways to divert your anger and aggression. Take time to think of something complimentary to say before lashing out at someone, and you'll find your anger cooling off. But don't bottle up your anger when annoyed by a situation. Instead, analyze why it arose and look for a constructive solution.

Learn to be flexible -- to compromise. See every situation through the eyes of the other person as well as through your own.

Study people you admire to find out what it is about them that attracts you. You don't have to "copy-cat" their traits and mannerisms. Instead, fit them to yourself and the way your wear them will make you different.

Develop a sense of humor -- especially be able to laugh at yourself.

Learn to disagree agreeably. No intelligent person expects you to "rubber stamp" all his ideas, but he does expect politeness and rationality when you disagree with them.

Bring enthusiasm into every task. After all, anything worth doing at all is deserving of enthusiasm. To be enthusiastic is to give your entire personality a glow.

THE SECRETS THAT MAKE A SUCCESSFUL SALES PERSONALITY

1. BELIEVE IN YOURSELF. Know you have a magnetic personality. Say to yourself each day and repeat it often, "People like me; they are attracted to me; I will automatically do and say the things which will attract them to me. My creative mind will build this magnetic personality. It is true! I believe it! And I know it cannot fail!"

2. BE ALERT AND ANIMATED. A good sales personality is a LIVE personality. Notice the successful man; how quick his step; how bright and snappy his eye; how interested and aware he is of all that goes on about him. Listen attentively and show a genuine interest to all with whom you communicate. Tell your creative mind that you will "snap to" the occasion, whatever it might be, with vitality, energy, and excitement.

3. LOVE PEOPLE. Don't just like them, LOVE THEM. People want your affection and awareness of them more than any material possession. The presence of affection can be felt; it is a thing of the heart. Practice this feeling toward all you meet. A like feeling will be returned unto you. It is impossible for you to give affection and friendliness without securing an abundance of the same in return. Now you know that people like you. Your successful sales personality is moving at a greater tempo day by day.

4. BE A GOOD EXPECTER. Expect the best from yourself and from others. You will get and be precisely what you expect. This rule is inviolable because you send the message to the creative mind which cannot fail to produce the harvest according to the seed that you have planted. So, now you know how bountiful your personality is growing. Don't look for the results of "Good Expectations"; there's no need to because they will appear spontaneously.

5. COMPLIMENT! Nothing, absolutely nothing can endear you to someone more solidly and immediately than a sincere compliment. Notice the term -- SINCERE COMPLIMENT. Synthetic flattery has no place in your successful personality pattern. Even a child can detect insincere commendation. Compliments to others cost you nothing but will pay you big dividends. Don't save compliments for special occasions. Get in the habit of recognizing and appreciating your wife, your secretary, your business associates, your friends, and your neighbors as well as the "new prospect" to whom you wish to sell yourself.

6. IMAGINATION. Here is the real big product of your creative mind. As you develop imagination your personality will glow and sparkle. You will become more interesting to all those about you. People will seek you out. And, imagination CAN be developed, contrary to pessimistic thinking. Let your thoughts GO for at least five minutes each day. Picture in your mind's eye yourself as successful, prosperous, invincible, doing great things, and being important to others. Set your sights high. The goal WILL BE YOURS!

7. TACT AND DIPLOMACY. Such a valuable asset for selling yourself first! Many friendships have been lost, many business deals toppled because we forgot to engage brain

before using mouth. Practice expressing your thoughts so that they will produce a pleasant rather than unpleasnat reaction. Would you say to a man critically ill, "It's too bad your condition is incurable, Tom." Not when you could say, "Tom, with all of today's medical progress and your super constitution we'll be back to our Saturday morning golf game before you know it." Think FIRST, speak SECONDLY. You CAN BE TACTFUL.

8. THANK YOU. These two words are the most welcome words you could possibly utter to ANYBODY. All good things come to those who express appreciation freely. If you are not saying "THANK YOU" to those all about you at least fifty times every day your "thank you habit pattern" is undernourished. "Thank you" when passed the menu; "Thank you" when handed your mail; "Thank you" when called to the phone; "Thank you" when friend wife finally dons that sheer black nylon nightie. THANK YOU! THANK YOU! THANK YOU!

9. SELF-CONTROL. It has often been said, "Keep your temper, nobody else wants it." [illegible] n developing leadership and a desirable "Sales Attitude." You will reveal that you have a thick skin; you will be able to "take it." Anger and reason cannot occupy the mind together. Choose poise, patience, and tolerance over emotional outbursts and see how all will respect your "Rock of Gibraltar" self mastery.

10. SINCERITY. People can tell if you mean what you say. Many a sale is lost for the lack of sincerity on the part of the salesman. The customer knows the difference. You must sell yourself first, then your product will sell itself. People like to do business with whom they have confidence.

11. CONVICTION. When you talk to a prospect or customer they want to be sure that they are making the right decision. If your conviction becomes contagious they will place greater confidence in you and rely on your judgment to help them make a decision.

12. ACT WITH ENTHUSIASM! Now you have the secrets to a SUCCESSFUL SALES PERSONALITY. It is yours. It is free. It will bring you untold fulfillment and joy. The results depend on YOU. Let the fuse of enthusiasm ignite your every thought, your every act, your every breath! Continuously review these twelve points of building a successful sales personality and, behold, the world WILL beat a path to your door!

SESSION I

LET'S LOOK IN A MIRROR
FOR ONE BASIC MEANING OF COURTESY
JUST FOR ONE DAY -- YESTERDAY

1. Did I remember to smile all during the day? ______
2. Did I keep my temper under control -- all day? ______
3. Was I a "sour puss" at any time? ______
4. Did I constantly try to have my own way? ______
5. Did I say something complimentary to someone? ______
6. Did I "fault-find" yesterday? ______
7. Did I interrupt anyone while they were talking? ______
8. Did I do anything that would make people like me better? ______
9. Did I help a fellow worker -- at least once during the day? ______
10. Did I "gripe" at, or to, my fellow workers? ______
11. Did I laugh at mistakes others made? ______
12. Did I let the other fellow do his share of the talking? ______
13. Did I give courteous service to my fellow employees when they were customers? ______
14. Did I remember to say "thank you" to my customers? ______
15. Was I tactful in taking care of customers? ______
16. Did I make fun of customers behind their backs? ______
17. Did I lose patience with any customer? ______
18. Did I show genuine interest when customers talked to me? ______
19. Did I give a customer or fellow worker a "smart-aleck" answer? ______
20. Did I get into an argument with a customer or fellow worker? ______
21. Did I keep any customer waiting while I kept on talking with another employee or a visitor? ______
22. Did I wait on the "mink-coated customer" out of turn while the "ragged-coated customer" waited? ______
23. Was I cross when any customer returned or exchanged purchases? ______
24. Was I impatient with any customer who did not quickly make up his mind about purchases? ______

SUCCESS BREEDS CONFIDENCE
BUT CONFIDENCE ALSO BREEDS SUCCESS

WHO KNOWS WHICH COMES FIRST?

It takes confidence to make a buying decision. But how can the prospect have confidence in you, your product and company unless you first have confidence yourself?

Confidence is hard to "fake." Lack of it is written in a salesman's fact; it shows in his speech, gestures, and exaggerated claims.

Where does confidence come from? How can a salesman get some if he doesn't have enough?

Confidence comes from knowledge. When you know your product or service from A to Z, when you know exactly how it stacks up against the competition, when you know so much about the customer's problems that you are sure you can render him a real service, how can you help being confident?

Confidence comes from preparation. The salesman who is prepared to take advantage of every opportunity, to meet every objection, can't help facing each sales with greater confidence than the man who lacks this preparation.

Confidence comes from practice. The salesman who isn't quite sure of what he is going to say or how reflects uncertainty...lack of sureness and conviction.

Are you a shade less confident than you'd like to be? Is it caused by failure in any one of these areas? If so, it's something you can remedy any time you make up your mind to do so. It's costing you money not to.

Get more knowledge! Anticipate and prepare thoroughly! Practice your sales techniques!

Confidence on your part breeds confidence on the part of the customer. A confident attitude breaks down barriers of uncertainty, doubt and disbelief. With these obstacles out of the way you have a straight road ahead for telling a convincing story of advantages, benefits and services.

COURTESY PAYS!

CHECK YOURSELF: Are you following these guides?

IS YOUR GREETING REALLY FRIENDLY?

Be honest with yourself. How do you rate on courtesy? Check this list to see where you can improve. First, is your greeting genuinely friendly, or do you just go through the motions?

ARE YOU POLITE EVEN WHEN THE CUSTOMER IS WRONG?

Remember, the customer can be wrong! But be polite with him, even though he may be impatient or seem unreasonable at times.

DO YOU LISTEN WHEN THE CUSTOMER TALKS?

One of the best ways to antagonize a customer is to talk when you should be listening. Be a good listener, and your job will become easier.

DO YOU LET YOUR CUSTOMERS SEE THAT YOU ARE WILLING AND ANXIOUS TO SERVE THEM?

You may have the best of intentions, but still leave the customer with the impression that you don't care whether he comes back or not. Remember, be thankful!

DO YOU ALWAYS REMEMBER THE WAITING CUSTOMER?

When you are busy, a waiting customer expects and deserves your acknowledgment. Tell him you'll only be a moment or direct him to another salesperson who is not busy.

ARE YOU ALWAYS EFFICIENT OR DO YOU SOMETIMES IRRITATE THE CUSTOMER BY INDIFFERENCE?

When the customer is waiting for you to finish and you get into conversation with someone else, or dilly dally, you make him feel his business isn't wanted. Show him it is!

DO YOU REMEMBER TO KEEP SMILING?

When everything seems to go wrong between you and your customers, ask yourself when you last smiled. Turn a real smile on the next customer and watch the difference.

REMEMBER THE CUSTOMER IS A PAYING GUEST!

The customer is more than a guest in your store, he is a paying guest. The customer doesn't have to patronize your store, and your service helps him determine whether he shall return.

ENTHUSIASM

ENTHUSIASM . . . .

That certain something that makes us great -- that pulls us out of the mediocre and commonplace -- that builds into us Power -- it glows and shines -- it lights up our faces -- ENTHUSIASM, the keynote that makes us sing and makes men sing with us.

ENTHUSIASM -- the maker of friends -- the maker of smiles -- the producer of confidence -- it cries to the world, "I've got what it takes." It tells all men that your job is a swell job -- the bureau you work for just suits you -- the services you have are the best.

ENTHUSIASM -- the inspiration that makes you "Wake up and live." It puts spring in your step -- spring in your heart -- a twinkle in your eye -- confidence in yourself and in your fellow men.

ENTHUSIASM -- it changes a dead-pan salesman to a producer -- a pessimist to an optimist -- a loafer to a go-getter.

ENTHUSIASM -- if you have it, you show it -- your prospect gets it -- your company loves it -- and you cash in on it.

BECAUSE -- upon the plains of hesitation, bleach the bones of countless millions, who, on the threshold of victory, sat down to wait; and waiting they died.

TIPS ON HELPING THE BOSS

1. Help your employer to put out a good PRODUCT or SERVICE.
2. Help your employer to CUT EXPENSES.
3. Help your employer to INCREASE SALES.
4. Don't get your boss in TROUBLE.
5. Don't expect your boss to be PERFECT.
6. NEVER go over your boss' head!!!
7. Don't nurse a small GRIPE.
8. Don't try to "butter up" your boss.
9. Talk with your boss, but do it at the RIGHT TIME.
10. Keep your mind on your work!!!
11. Don't overstay your breaks or lunch hour.
12. Don't make PERSONAL telephone calls.

TEN THINGS SALESPEOPLE CAN DO TO PLEASE CUSTOMERS

1. Let waiting customers know they will be served in a few minutes.

2. Let customers think they are buying, even though you are quietly guiding the sales along.

3. Avoid selling similar articles of wearing apparel to women who are acquainted.

4. Learn all you can about the store and the goods it carries.

5. Learn the preferences of regular customers.

6. Address customers by their names. Try to remember them, even though they do not buy from you frequently.

7. Suggest goods you think customers would like, things that are suitable for them.

8. Approach customers briskly, but do not hurry them into buying.

9. Be careful about refusing requests made by customers. Refer them to proper authority.

10. Be courteous always. Hard-to-please customers are good tests of your selling ability.

SPOKEN WORDS ARE YOUR MASTER !

HOW IS YOUR MASTER'S "WORDROBE"?

PAWN THESE FOR BETTER ONES

sure
sorta
awfully
different
nuts
kinda
say
marvelous
yeah
interesting
stand it
nice
sunk
grand
crazy
wonderful
date
rotten
love it
fine

NEW WORDS FOR OLD

Get

acquired
recovered
gathered
obtained
assembled
found
secured
earned
grew
wrought
procured
succeed
gained
arrived
collected

Glad

happy
relished
enjoyed
satisfied
pleased
grateful
delighted

Cute

acute
ingenous
adroit
shrewd
expert
skillful
sharp
gifted
inventive
crafty
clever
keen
cunning
able
attractive

So

therefore
thus
consequently

Swell

fine
splendid
grand
great
wonderful
excellent
delicious
best
perfect
beautiful
good
all right

Nice

fastidious
fine
modest
reserved
cultured
kind
dainty
pleasing
subtle
considerate
refined
discriminating

Okay

yes
surely
good
very well
all right
excellent

Mad

angry
enraged
vexed
rash
violent
peeved
furious

Funny

humorous
laughable
farcical
unusual
witty
facetious
strange
comical
irregular
queer
singular
droll
unnatural
odd
amusing
whimsical
peculiar

Dumb

dull
illiterate
stupid
dense
lacking
simple
voiceless
speechless

LIST OF OPENING PHRASES

WHICH WOULD YOU USE?

1. "Something for you?" or "Something?"
2. "Did you wish to be waited on?"
3. "Good morning, Mrs. Brown. What may I show you this morning?"
4. "May I help you?"
5. "Those socks are made of soft, mercerized yarn, and have reinforced toes and heels."
6. "Is someone waiting on you?"
7. "Something in patterns today?"
8. "Those are very attractive."
9. (To the customer asking for service) "I'm busy right now."
10. "What do you want?"
11. "Can I help you?"
12. "These common pins are made of brass so they won't rust."
13. "What's for you?"
14. "May I be of service?"
15. "Hello, how are you today?"
16. "I'll be with you as soon as I've finished with my customer."
17. "May I show you ______________." (Whatever the customer is looking at)
18. "That is 79¢."
19. "Good morning."
20. (To the customer who says she is "just looking.") "We are glad to have you look. Just let me know when you find what you want."
21. "How may I help you?"

"MAY I HELP YOU" IS OUT !

Forget you ever heard this phrase! It is out as far as the successful salesman is concerned. "May I help you" always gets a "no" answer. Good logic will tell you a positive approach will produce a sale.

The first rule in good salesmanship is to never ask a question that can be answered with a "no" answer. Why defeat yourself the first few seconds you are with your customer?

On your next customor, try this . . . Carry a piece of merchandise in your hands, smilingly approach the customer and state some fact about the merchandise in your hands. Better yet, if she is already looking at some of your quality merchandise, smilingly approach and give some fact about the merchandise she is examining.

For example, to a customer who walks in and stops to examine a dress, your approach might be, "Good morning, that dress has a bonded lining," or "That dress was shown in the last issue of Vogue magazine." This would produce a positive reaction. In a situation of a customer looking at a shirt, a smiling approach of, "This knit shirt will retain its new look through many washings," will produce a positive response much more readily than a "May I help you."

You're gambling every time you approach a new customer, so give yourself the advantage by approaching her with a SMILE and a POSITIVE MANNER.

Remember, "MAY I HELP YOU" IS OUT!

DO YOU RECOGNIZE CUSTOMER MOODS AS YOU BEGIN THE SALE ?

1. Impulsive customers
    * Quick - impatient - tense
    * Usually buy or act on impulse
    * Usually do not like detailed information
    * Often change their minds
    * Like quick service, short to-the-point answers
    * Should be treated respectfully
    * Need to be helped as soon as possible

2. Deliberate customers
    * Slow, careful, patient
    * Like details
    * Usually good listeners, but slow to act
    * Do not like to be rushed
    * Challenge you to know your merchandise
    * Like to be shown variety - takes time and patience

3. Undecided customers
    * Uncertain, hesitant in action, worry over decisions
    * Too many details confuse her rather than help
    * Need help in making decisions
    * Like to be assured they are right
    * Need helpful suggestions on details of color, style, textures
    * Takes patience in helping the customer decide

4. Decided customers
    * They like to decide - do most of the talking
    * They often sell themselves
    * Show merchandise right away
    * You listen and let them tell you why they should buy
    * Requires tact to not argue with them, patience with their opinions

5. Friendly customers
    * Are talkative, pleasant, generally agreeable
    * Like to talk, wander off the subject
    * Have good sales resistance
    * Salesperson often doesn't know they have objections
    * Requires tact and patience from busy salesperson
    * Takes skill to effectively sell them

6. Silent, unresponsive customers
    * Hard to get them involved with salesperson
    * Usually noncommittal, unenthusiastic
    * Often will listen if you interest them
    * Slow in making decisions
    * Require careful observation, tact, patience.

ALL OF THESE TYPES NEED YOUR HELP

HANDLING CUSTOMERS LESS FREQUENTLY ENCOUNTERED

In the game of life, as well as in the profession of selling, the person who finds the most success and happiness is usually the one who "gets along with people." A few suggestions on how to handle certain definite types of individuals may be of help.

IF A PERSON IS:	HANDLE HIM THUS:
1. Intelligent	1. Use caution in your own talk. Above all, do not exaggerate.
2. Critical	2. Display a full knowledge of whatever you are talking about and present that knowledge skillfully.
3. Skeptical	3. Back up your statements with all the proof you can offer. Give facts.
4. Inquisitive	4. Give all the information you possibly can.
5. Sensitive	5. Use the greatest caution whenever referring to his appearance or to his intelligence.
6. Timid	6. Assure him of your friendship and give him all the sympathetic understanding and help you can.
7. Unreasonable	7. Give him explanations which are sincere, assume the blame for whatever displeases him, if necessary.
8. Fussy or nervous	8. Make her comfortable. Use calm demeanor and low voice.
9. Tired and cross	9. Use plenty of patience, cheerfulness, perseverance.
10. Insulting	10. Exercise great self-control. Above all, don't use any "back-talk."
11. Bargain hunter	11. Talk about money to be saved.
12. Deaf	12. Speak loud enough to be understood, but no louder than necessary.

REMEMBER -- ALWAYS TREAT THE CUSTOMER LIKE HE WANTS TO BE TREATED

KEY POINTS DEVELOPED IN CUSTOMER RELATIONS

(WHERE SERVICE IS SOLD)

1. Treat each customer as an individual.
2. Sell a variety of services in order to please ALL CUSTOMERS.
3. Some customers are disillusioned because:
   a. Services are not fully explained
   b. Services are not advertised
   c. Services sold to them do not fulfill customer's needs
4. During peak periods we must:
   a. Remain calm
   b. Help all customers
   c. Help all customers adjust to the situation
5. Customers sometimes doubt people who sell because:
   a. Claims have been exaggerated
   b. Statements have been ridiculous
   c. People who sell do not always listen to the customers
6. Customers are entitled to the same services at the close of the working day as customers contacted earlier in the working day.
7. Men are customers too -- but:
   a. Men are often reluctant to ask for exactly what they want
   b. Men are value conscious -- often ask, "Of what value is this to me?"
8. Customers should never be judged by the clothing they wear.
9. Employees who have no direct contact with the public should do their work in a fashion that will help to maintain Good Public Relations.
10. Customers like to be approached promptly and pleasantly.
11. Customers should be sold the services or service that they consider most beneficial to them.
12. Explain fully to customers the services about which they inquire and sell them additional or new services too.
13. Sell the customer the benefits of the service or services as well as the services.

SALESPEOPLE LEARN TO BE PSYCHOLOGISTS IN DEALING WITH CUSTOMERS

WHICH OF THESE MOTIVES IN DOMINANT FOR EACH CUSTOMER?
WHAT COMBINATION IS IMPORTANT THIS TIME?

1. RATIONAL BUYING MOTIVES

Rational buying motives are more understandable and easier to determine. They are the logical reasons people give for wanting things . . . but not necessarily the only reasons.

- Efficiency
- Economy
- Durability
- Reliability
- Increased profits
- Accuracy
- Saving of time or space
- Adaptability to many uses
- Simplicity
- To gain knowledge

2. EMOTIONAL BUYING MOTIVES

Emotional buying motives are reasons people buy which are based on personal life-styles and their attitudes about living. They are often very different in different people or at different times.

- To be like others
- To be different from others
- To be superior -- status
- To have security and safety
- To have adventure
- To protect yourself from loss
- To satisfy curiosity
- To have variety
- To have pleasure and amusement
- To be able to create
- To save money
- To improve your appearance
- For physical well-being
- To help others
- For religious purposes

3. PATRONAGE BUYING MOTIVES

Patronage buying motives are those reasons or drives which cause a customer to choose one store instead of another.

- Dependability of store
- Friendliness of salespeople
- Attractive place of business
- Large merchandise assortment
- Complete and reliable service
- Quality of merchandise
- Convenience of location

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BUYING MOTIVES

1. APPEARANCE - PRIDE - PRESTIGE - ADMIRATION

   E.G. -- fashionable clothing, fashions and styles used by famous or outstanding people -- handsome, beautiful, "showy" homes, furniture, trimmings, decorations, etc.

2. SAFETY - SECURITY - PROTECTION

   E.G. -- insurance, savings accounts, raincoats, rubber footwear, work gloves, safety devices, safety pins, patent fasteners, pads for tables, hot dishes, medicines, aspirin, other patent medicines, thermostats, fuses, etc., in appliances -- non-skid devices for rugs, steps, etc.

3. COMFORT - EASE

   E.G. -- warm clothing for winter or cool for summer, comfortable or well fit clothing, shoes, etc., inner spring mattresses, cushions, etc., fleecy blankets, electric fans, air conditioning.

4. CONVENIENCE

   E.G. -- household and kitchen appliances, plastic fabrics that do not require frequent cleaning or laundering, automatic controls, thermostats, zippers on clothing, bags, etc., kleenex, paper towels, paper napkins.

5. ECONOMY - SAVE MONEY

   E.G. -- conservative styles or fashions, long wear and universal styles, price shopping, bargain hunting, buying wholesale, or at discount, etc.

6. PERFORMANCE - SERVICE - DURABILITY - WEAR

   E.G. -- nylon reinforced garments, sox, etc., linen toweling, tablecloths, napkins, handkerchiefs, composition shoe soles, waterproof fabrics, etc.

7. PLAY - RECREATION

   E.G. -- games, sporting goods, golf clubs, fishing tackle, toys, sportswear, hobby merchandise, art supplies, tools, scrap books, Kodaks, hot-rods, etc., traveling merchandise, bags, luggage, etc.

8. POSSESSION - COLLECTING

   E.G. -- books, stamps, pictures, glassware, smoking pipes, hats, dolls, jewelry, and many other items.

TYPES OF CUSTOMERS

Classifying customers into types is helpful, but selling is not a science, and there are many exceptions to all selling. Remember that each customer is different, and she may NOT be the same today as she was yesterday.

NERVOUS CUSTOMERS

For customers who are:	You will need:
Tired and cross	Patience
Fussy and nervous	Consideration
Excitable	Quiet manner
Impatient	Speed
Unreasonable	Calmness

DEPENDENT CUSTOMERS

For customers who are:	You will need:
Timid and sensitive	Gentleness
Undecided	Decision
Old and deaf people	Sympathy
Children	Power to think for them
Foreigners	Helpfulness

DISAGREEABLE CUSTOMERS

For customers who are:	You will need:
Skeptical	Candid manner
Inquisitive	Knowledge
Talkative	Courteous brevity
Insulting	Self-control

TRYING CUSTOMERS

For customers who are:	You will need:
Critical	Knowledge of goods
Indifferent	Tact
Silent	Perserverance
Bargain hunters	Convincing manner

COMMON SENSE CUSTOMERS

For customers who are:	You will need:
Pleasant	What they expect
Intelligent	Efficient service

In the final analysis, all customers expect and should receive courteous treatment regardless of the situation or circumstance.

RULES FOR SHOWING MERCHANDISE

1. MAKE MERCHANDISE STAND OUT

Pick up article and show it away from the rest.
Display merchandise in cleared space.
Show only a few items at a time.
Remove unwanted merchandise skillfully.

2. SHOW MERCHANDISE SO ITS GOOD POINTS WILL BE CLEARLY SEEN -- DEMONSTRATE

Show it in a good light.
Show at eye level.
Show all sides.
Point out hidden features.
Demonstrate use.

3. GET MERCHANDISE INTO CUSTOMER'S HANDS

Urge customer to try out and try on merchandise.
Encourgage customer to handle merchandise.
Discourage customer's mishandling of merchandise.

4. APPEAL TO THE FIVE SENSES

Let the customer SEE the merchandise.
Have the customer FEEL the merchandise.
Let the customer SMELL fragrance and richness.
Invite customer to TASTE and HEAR, when feasible.

5. HANDLE MERCHANDISE APPRECIATIVELY

Handle the merchandise as if you like it.
Take precautions against soil and damage.
Develop knacks in handling.

* * * * * * * * * * * * *

CHECK YOURSELF ON MERCHANDISE INFORMATION

DO YOU KNOW WHICH VALUES YOUR CUSTOMER WANT?

Appearance
Comfort and convenience
Distinctiveness
Fashionableness
Protection
Quality
Seasonableness and suitability
Sentiment and recreation
Serviceability
Trade name

DO YOU KNOW FACTS ABOUT EACH ARTICLE OF MERCHANDISE?

What the article is?
What is it made of?
Its principal features?
Its hidden values?
Its advantages -- what it will do for the customer?

MERCHANDISE INFORMATION BREAKDOWN DEVELOPMENT CHART

Facts and Features	Benefits and Advantages	Buying Motives - Reasons

KNOW YOUR MERCHANDISE

(A CHECK LIST)

WHAT A SALESPERSON SHOULD KNOW ABOUT THE MERCHANDISE

Use of the product	Primary and secondary uses Suitability Versatility
How the product will perform	Durability Degree of color permanence Shrinkage or stretchage (in case of textiles) Breaking strength Resistance to water, wind, wear, heat, light Cost of up-keep
How the product is made (construction)	Size Weight Weave (in case of textiles) Finish Handmade or machine made Pressed, molded, stamped, inlaid, etc. Conditions under which goods are made Packaging
How to use the product	How to operate it, wear it, prepare it, eat it, apply it, arrange it, assemble it, display it, place it
How to care for the product	How to handle and adjust the product How to clean the product How to store the product How to repair the product How to oil and grease the product How to refrigerate the product
Appearance	Beauty Style Ensemble possibilities
Background of the product	History of the article History of its manufacturer History of its use History of competing articles Rarity Prestige
Services available with the product	Credit terms Shipping terms Speed and cost of delivery Transportation

KNOW YOUR MERCHANDISE FROM "A" TO "Z"

1. What is the merchandise made of?
    a. What is the material?
    b. Where does it come from?
    c. Why is it good?
    d. Will it hold up? Why?

2. How is the product made?
    a. What methods are used in manufacturing?
    b. What gives strength or weakness?
    c. What special processes give value to goods?
    d. Are cost and quality proportionate?

3. What properties has merchandise?
    a. Who used it?
    b. What is it good for?
    c. How is it used?
    d. What will it do for the user?
    e. How effective is it?
    f. When can merchandise be combined with other merchandise?
    g. What advantages does it have?
    h. What precautions are needed to protect merchandise?

4. What qualities has the merchandise?
    a. Is merchandise durable?
        (1) Well made? Why?
        (2) Any flaws?
        (3) Is it guaranteed?
    b. Does merchandise have strength?
    c. Will merchandise hold up?
        (1) Finish? Why?
        (2) Color fast? Why?
        (3) Strong? Why?
        (4) Well constructed? Why?
        (5) Correct fit? Why?
        (6) Convenient? Why?
    d. Is merchandise attractive?
        (1) Style right or artistic?
        (2) Well designed?
        (3) Seasonable?
        (4) Distinctive?
        (5) Color right?
        (6) Well finished?

5. How is merchandise used?
    a. By whom?
    b. For what is it used?
    c. How is it used?
    d. What will it do for user?
    e. How can it be used with other merchandise?
    f. What precautions are necessary as to use?

6. How should merchandise be cared for?
    a. How should merchandise be cleaned?
    b. How should merchandise be stored?
    c. How often should merchandise be inspected if mechanical?
    d. How can deterioration be prevented?

7. Are these details necessary?
    a. Know merchandise carried?
        (1) Within the department?
        (2) Within the store?
        (3) By competitors?
    b. Location of merchandise?
        (1) Within the store?
        (2) Within the department?
        (3) Where is the stockroom?
        (4) What stock is available in reserve stock?
    c. Know available merchandise?
        (1) Sizes?
        (2) Colors?
        (3) Styles or models?
        (4) Materials?
        (5) Quantities?
        (6) Varieties?

8. What values customers want?
    a. Appearance?
    b. Sentiment?
    c. Recreation?
    d. Convenience?
    e. Trade name?
    f. Suitability?
    g. Distinctiveness?
    h. Seasonableness?
    i. Serviceability?
    j. Comfort?
    k. Quality?
    l. Protection?

PRESENTING MERCHANDISE

Regardless of how much we know about our merchandise, unless we present it effectively all else will have been done in vain. Indifference and carelessness in presenting merchandise are the causes of many lost sales.

Ways we can present merchandise effectively:

1. Handle carefully with pride. Handle a $1.98 bracelet as if it were worth $100. Handle all merchandise with respect and appreciation.
2. Display and dramatize. The way we display or dramatize our merchandise in presenting it may determine whether we complete the sale or lose it. Customers wish to visualize the merchandise in use. If applicable, have the customer participate in the sales demonstration.
3. Tell them points of interest. The reason one person buys may not be of interest to another. Don't stress your pet selling point. Use different selling statements.
4. Present at customer pace. Give sales talk slowly enough so that the customer can follow you and have time to think it over. Give them a chance to ask questions.
5. Let customer handle merchandise. Put it in customer's hands. Customers want the privilege of handling the merchandise themselves.
6. Avoid competition. Any time we bring up our competitor, we give the customer the idea of going there to see what they can find.
7. Help customer to buy. Some customers will state their own problems and ask us for our suggestions or recommendations on it. Example: A lady wants to buy a roast for five people and asks what size to buy. A man needs a tie to go with a brown suit and asks us what color to consider.
8. Use descriptive terms. All some salespeople know to say is "It's cute," "It's darling," or precious" which tells the customer nothing. Use descriptive words, such as:

    a. unusual
    b. interesting
    c. colorful
    d. high-quality specifications
    e. durable
    f. comfortable
    g. safe
    h. hand-sewn

YOUR OBJECTIVE IS A SATISFIED CUSTOMER

What will happen if you sell an item to a customer before she is satisfied about each of these problems?

1. She really wants to buy that type of item. Which items have priority in her budget?
2. She is sure this is the right one -- size, style, color.
3. She feels it is the right time to buy.
4. She feels this is the right place to buy -- based on services, salespeople, store image.
5. She is convinced it is the right price to pay.

Results of missing on these buying problems:

* Returned merchandise.
* Unhappy customers who talk to all their friends and neighbors.
* People who go somewhere else next time.
* A poor image for your store.

CUSTOMER OBJECTIONS

HOW WOULD YOU MEET THESE OBJECTIONS?

1. "I can get it cheaper at ____________________."
2. "It is more than I want to pay."
3. "It is not exactly what I wanted."
4. "I want to think it over."
5. "I want to look elsewhere."
6. "I am only looking for a friend."
7. "I want my husband to see it."
8. "It is too much like the one I have."
9. "I want something better."
10. "The new styles seem so queer."
11. "I don't like that color."
12. "I am not ready to purchase today."
13. "This doesn't look as if it would wear."
14. "I believe it wont' keep its shape after it is washed."
15. "The last one of those I bought was not satisfactory."
16. "I am in too much of a hurry to decide today."
17. "I'll wait until the goods are marked down."
18. "I can't buy until I know if it matches."
19. "I haven't the money to get it today."
20. "That's more than I expected to pay."
21. "It doesn't fit well enough."
22. "I don't like the make."
23. "I'm too tired to know what I want."
24. "I'll ask a friend to come in to look at it."

SUMMARY SHEET
HANDLING CUSTOMER OBJECTIONS

A good salesperson knows all the answers. A good salesman can anticipate objections which may arise, and thus not be thrown off-balance when the customer brings up an objection. Being able to explain (not argue) away an objection successfully will:

1. Add to your confidence.
2. Increase your prestige in your department.
3. Increase your production.
4. Result in fewer lost sales.
5. Increase chances for promotion.
6. Result in personal satisfaction in increased sales.

In order to answer an objection, or better yet, to prevent an objection from arising, try the following suggestions:

1. Prove the value of the merchandise.
2. Personalize your sales with the words "you" and "yours".
3. Tell a complete story first.
4. Determine customer's need and sell to that need.
5. Meet objections to price by selling value for value.
6. Give the customer what it takes to bring him back.

In every sale there must be a meeting of the minds -- a getting together between the salesperson and the customer. Often objections come up that might block the meeting of the minds. These objections arise in every kind of selling and everywhere that sales are made.

A. WELCOME ALL OBJECTIONS: You can't tell what a customer is thinking about unless she tells you what is on her mind.
B. FIND OUT THE REAL OBJECTION: Ask WHY? Ask the customer who makes the objection. The answer furnishes you with the valuable clues for guiding the sale. You find out where you must concentrate your selling effort.
C. MEET ALL OBJECTIONS HALF WAY: Admit the customer's facts with a "yes." Then follow through with a "but" giving all the facts. This is the "yes - but" method.
D. ACKNOWLEDGE WHAT USED TO BE -- THEN SHOW WHAT NOW IS: Few people like to change their minds quickly. Most people resent changes which cause them to give up their ideas. When you admit that part of their belief is true, they are more willing to accept your statements. By acknowledging what used to be, you get together in thinking before leading the customer off on your train of thought.
E. ADMIT ALL OPINION -- THEN PRESENT THE EXPERIENCE OF OTHERS: Never come back with your own opinion. If possible, answer an objection with a demonstration.

BEN FRANKLIN'S
FIVE RULES OF SELLING

I. Virtue comes by use of the ears, rather than the tongue -- put on the humble inquiry.

GET PROSPECT TO TALK -- ASK QUESTIONS

II. Arguments are distasteful -- create enmities.

DON'T ARGUE!

III. In answering opinions, observe that in certain cases the opinion would be right.

ANSWER WITH A "YES - BUT"

IV. Avoid all direct contradictions of the sentiments of others and all absolute statements.

DON'T CONTRADICT -- DON'T BE TOO POSITIVE

V. Lose no time, but let every point of the sale have its proper time.

DON'T WASTE TIME BUT TELL THE COMPLETE STORY

HOW TO MEET OBJECTIONS

OBJECTIONS TO PRICE	SUGGESTED SOLUTIONS
That is more than I want to pay.	Justify in terms of value.
I think the price is too high.	
I can buy the same thing somewhere else for less.	Point out advantages of shopping in your store.
I want something better.	YOUR OPPORTUNITY.
I'll wait until it is marked down.	The merchandise may be gone.

OBJECTIONS TO MERCHANDISE ITSELF	SUGGESTED SOLUTIONS
To material, style, fit, size, color	
This quality is poor.	Show something different.
I never wear blue.	Do not "knock" or "criticize" requested merchandise.
I don't like the way it fits.	Stress special features of your merchandise.
It is too small.	
I don't like that brand.	Avoid use of the word "substitute."
To serviceability	
I'm afraid it won't wear well.	Answer with facts.
Won't it stretch?	
I had one like it that faded.	
It will be hard to keep clean.	Use positive statements relative to what can be expected of the merchandise.
It looks too lightweight.	

OBJECTIONS TO IMMEDIATE PURCHASE	SUGGESTED SOLUTIONS
I don't believe I'll buy today.	Suggest advantage of immediate purchase.
I want to look around first.	Repeat and reemphasize important features.
I want my husband to see it first.	Explain convenience of store's credit policy.
I don't have enough money right now.	Suggest "will call" or "lay-away plan". NEVER force a sale!

REMEMBER

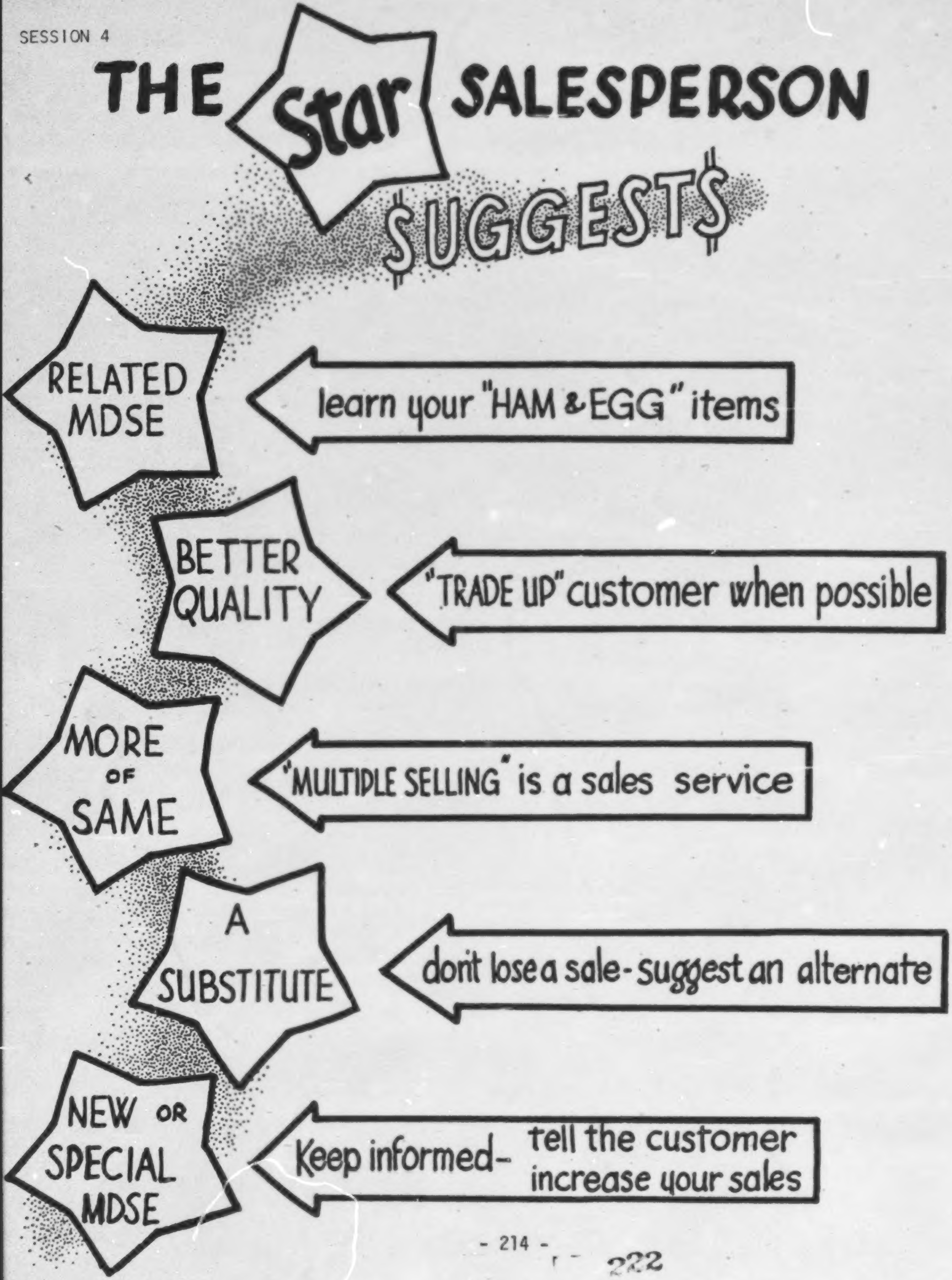
Objections are natural and should be expected.
Objections are often unanswered questions in the customer's mind.
Objections usually indicate a real desire to buy.
All objections should be met openly and promptly.
Misconceptions that create objections should be tactfully explained, clarified, and removed.

SUGGESTION SELLING

Suggestion selling is not "high pressure" stuff; it is merely reminding the customer of what he probably intended to do anyway. Here are some ideas that you can use on your next customer to make that extra sale.

1. Put the right ideas into people's minds. If they like them, they'll accept them.
2. Don't suggest extras; suggest values.
3. Make your voice ring like a cash register; a "dead pan" voice kills the best suggestions.
4. Think and suggest better quality merchandise. Never think of PRICE buyers; think of VALUE buyers only.
5. Think and suggest more of the same. Point out how larger quantities often save money.
6. Think and suggest related items. Save customers shopping time, and increase the value of the original purchase.
7. "Trade up" with VALUE. Don't sell customers off the inexpensive article, or she may buy nothing. Bring out values of both prices.
8. REMEMBER: "ONE THING LEADS TO ANOTHER."

THE Star SALESPERSON SUGGEST$



RELATED MDSE — learn your "HAM & EGG" items

BETTER QUALITY — "TRADE UP" customer when possible

MORE OF SAME — "MULTIPLE SELLING" is a sales service

A SUBSTITUTE — don't lose a sale - suggest an alternate

NEW OR SPECIAL MDSE — Keep informed - tell the customer increase your sales

SUGGESTIVE FABRIC SELLING

Take a look at the book of any experienced yard goods salesperson and you will find multiple sales every time as compared with one-shot sales for beginners.

HERE'S HOW IT'S DONE:

Is a Tailor or Dressmaker Involved?

Find out if your customer plans to have her sewing done by a tailor or dressmaker. If so, your chances of selling extra lengths are excellent. By having several things made at one time, your customer can better coordinate her wardrobe, save fitting time, and probably save money.

Does the Customer Have a Daughter?

If the customer has brought along a daughter, suggest that the daughter be included in the sewing plans and show suitable fabrics. (If she comes along, ask if she has a daughter to sew for.) Also, you may be able to sell extra lengths for mother-and-daughter fashions.

Does the Customer Sew Herself?

Encourage the customer who sews for herself to make additional items--a jacket to go with her dress, a dress to go under her coat, etc. Show her fabrics that match or harmonize with the one she's chosen.

Can You Sell Extra Yardage?

An extra tall customer, who will need to "let out" her pattern, will take a few extra inches; so will a customer who has to match accessories such as hats, bags, etc.; so will a customer who has to match a plaid or design.

Can You Sell Related Items?

Remind your customer to get linings, muslin, and trimmings for garments that need them. If the customer is planning a suit, suggest that she buy enough fabric for two skirts. This will allow her to get extra wear from her suit, since skirts wear out before jackets.

EXTRA SELLING TIPS

Know Your Stock

Know your stock like the back of your hand. Give a quick checkup at night or before starting the day's selling, and you won't miss sales because you "don't know." Bring yourself up to date after you've been away even for a single day.

Be a Good Housekeeper

Keep your stock in tip-top order. This makes for a more inviting department -- helps you find things more readily, reminds you when you're low or out of a special fabric, makes you look efficient, and incidentally, endears you to the management.

Help With Samples

Be obliging about samples, if your store policy permits. Often, customers simply want to get a husband's okay. And even if a customer does want to make a private comparison with samples from other stores, your smart choice of samples gives your store a good chance of eventually getting the sale. Samples are a reminder of what your store has in fabrics.

Keep Up With the Fashion Magazines

Often a doubtful customer can be sold if you're able to say, "This is a popular color in the Paris Collections" or "________ Magazine shows coats in this new fabric."

SESSION 4

Time ____________

Score ____________

PROBLEM SOLVING TEST

Name ________________________________

Date ________________________________

READ THIS PAGE CAREFULLY. DO EXACTLY AS YOU ARE TOLD. DO NOT TURN THIS PAGE OVER UNTIL YOU ARE INSTRUCTED TO DO SO.

This is a test of problem solving ability. The problems are simple ones involving addition, subtraction, multiplication, and division all of which you will have occasion to use as a retail sales employee.

At the beginning of each section adequate instructions and examples of the problems are given. Follow them carefully.

Any figuring that you must do, can be done on the back of your test.

This test contains 100 questions. You may or may not complete them all but do your best. Do not go so fast that you make mistakes but work as rapidly as possible. Do not skip about but take the questions in order. Do not spend too much time on any one problem.

Be sure you understand the instructions before you start. The examiner will not answer questions after the test begins.

After the examiner tells you to begin you will be given exactly 15 minutes to complete the test.

A. Instructions: In each of these change making problems simply show the total amount of change returned to the customer.

Example: 12¢ out of 50¢ -- answer 38¢

12¢ out of 20¢ ________
$2.60 out of $5.00 ________
$3.36 out of $4.00 ________
$9.25 out of $20.00 ________
43¢ out of $1.00 ________

$10.62 out of $15.00 ________
$9.01 out of $10.00 ________
$ .14 out of $ .25 ________
$2.37 out of $3.00 ________
$5.95 out of $10.00 ________

B. Instructions: These are problems in simple division.

Example: 40 ÷ 2 = 20

18 ÷ 2 = ______
84 ÷ 12 = ______
66 ÷ 11 = ______
28 ÷ 7 = ______
357 ÷ 7 = ______

105 ÷ 7 = ______
320 ÷ 8 = ______
624 ÷ 6 = ______
852 ÷ 3 = ______
51 ÷ 3 = ______

C. Addition

Example:
2
2
-
4

17	31	83	29	19	98	13	14	77	61
23	29	33	7	18	46	89	19	128	73
62	57	75	42	34	3	27	32	14	19

D. Instructions: Carefully examine each pair of numbers. If the two numbers are the same, draw a circle around the "S". If they are different, draw a circle around the "D".

7661 -- 7616 S D
1492 -- 1492 S D
2659 -- 2569 S D
54967 -- 54769 S D
2154 -- 2154 S D
380 -- 380 S D
213 -- 231 S D
4957 -- 4759 S D
6783 -- 6783 S D
7683 -- 7863 S D

3274 -- 3472 S D
895298 -- 895298 S D
21955 -- 29155 S D
26584 -- 26854 S D
679 -- 679 S D
641 -- 641 S D
4951 -- 4591 S D
44756 -- 44576 S D
863521 -- 865321 S D
94237 -- 94237 S D

E. Instructions: In each of these problems show the total amount of change returned to the customer.

Example: 30¢ out of 50¢ Answer 20¢

$ .13 out of $ .25 ______
$ .29 out of $ .50 ______
$ .61 out of $ .75 ______
$ .54 out of $1.00 ______
$1.29 out of $2.00 ______

$ 2.37 out of $ 3.00 ______
$ 4.28 out of $ 5.00 ______
$ 7.70 out of $10.00 ______
$13.90 out of $15.00 ______
18.60 out of $20.00 ______

F. These are problems in simple division.

Example: 30 ÷ 2 = 15

20 ÷ 5 = ______
84 ÷ 7 = ______
27 ÷ 9 = ______
39 ÷ 3 = ______
36 ÷ 6 = ______

120 ÷ 5 = ______
72 ÷ 12 = ______
64 ÷ 8 = ______
144 ÷ 12 = ______
69 ÷ 3 - ______

G. Addition:

19	13	5	97	115	16	55	36	473	49
27	24	203	59	496	39	64	51	170	63
65	96	114	36	25	41	22	19	202	75

H. An employee gets 20% discount. Figure "The amount of discount."

Example: $45.50 = $9.10

$1.98 ______
$7.98 ______
$10.98 ______
$4.98 ______
$3.13 ______

$16.95 ______
$12.95 ______
$14.95 ______
$15.75 ______
$10.95 ______

I. Instructions: If the two numbers are the same, place a circle around the "S". If the numbers are different, place circle around the "D".

4716 -- 4176 S D
1284 -- 1284 S D
26679 -- 26769 S D
1714 -- 1714 S D
47283 -- 47283 S D

1997 -- 1997 S D
2779 -- 2797 S D
28473 -- 24873 S D
19769 -- 19679 S D
347547 -- 347547 S D

PROBLEM SOLVING TEST KEY

A. 8¢
$2.40
64¢
$10.75
57¢
$4.38
99¢
11¢
63¢
$4.05

B. 9
7
6
4
51
15
40
104
284
17

C. 102 117 191 78 71 147 129 65 219 153

D. D
S
D
D
D
S
D
D
S
D
D
S
D
D
S
S
D
D
D
S

E. 12¢
21¢
14¢
46¢
71¢
63¢
72¢
$2.30
$2.10
$1.40

F. 4
12
3
13
6
24
6
3
12
23

G. 111 133 322 192 636 96 141 106
845 187

H. 40¢
$1.60
$2.20
$1.00
63¢
$3.39
$2.59
$2.99
$3.15
$2.19

I. D
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SUGGESTED FINAL EVALUATION
SALES FUNDAMENTALS QUIZ

1. If a customer says, "I'm just looking," as he enters the department the salesperson should:

   a. Ignore the customer
   b. Tell the customer to feel free to look as long as he would like
   c. Commence a sales talk about the article nearest to the customer

2. While demonstrating an article that is new to the customer, the salesperson should:

   a. Point out values or features that are not apparent
   b. Let the merchandise speak for itself
   c. Remain silent until the demonstration is over

3. The best response to the following objection, "I think I can get it cheaper someplace else" would be:

   a. No, you are wrong, we have compared our prices with other stores
   b. I believe you will find our price for an article of this quality is very reasonable
   c. I am sorry, but we haven't anything similar that is less expensive

4. The best of the following responses of the salesperson to the customer's objection, "It's not exactly what I want" would be:

   a. Let me show you another style that is very popular this season
   b. This is the latest style and you will look sharp in it
   c. I'm sorry you don't like what we have, please come again

5. You are new on the job and a customer asks for something you have never heard of. Should you:

   a. Tell the customer you do not have any in stock
   b. Ask the customer what they are
   c. Excuse yourself and ask another salesperson where to find them

6. A customer asks for a particular brand of rain coat that you don't have in stock. Should you:

   a. Tell the customer you do not handle that brand but that you have another brand that is equal in quality that you would like to show her
   b. Tell the customer that you are sorry, but you do not handle that brand
   c. Ignore her request for a certain make and start showing her what you have

7. Your customer requests that you give her an opinion as to which hat looks best. Should you:

   a. Tell the customer which hat you thought looked best
   b. Say that you do not like to choose hats for customers because if they were unsatisfied with the hat when they got home, you would get the blame.
   c. Pick out two or three hats that looked especially well on the customer and say that any one of these models would be very attractive

8. A customer pushes through the crowd at your counter, picks up some handkerchiefs and says, "I'll take these" at the same time you are waiting on another customer. Should you:

   a. Tell the impatient customer that customers are not served out of the order of their arrival at the counter.
   b. Just ignore the impatient customer
   c. Say, "Just a minute, please" and finish waiting on your present customer

9. An objection is most instances is:

   a. A complaint
   b. A request for more information
   c. An excuse to leave the store

10. The primary function of a salesperson is to:

   a. Sell merchandise
   b. Serve customers
   c. Keep stock in order

TRUE OR FALSE

11. True False A successful salesperson has a great deal of imagination.

12. True False Descriptive labels on goods make it possible for a good salesperson to not know her merchandise.

13. True False Applying for a job is a form of selling.

14. True False It is usually wise for the salesperson to mention the price early in the sales talk.

15. True False The question "How long will it take for it to be delivered?" indicates that the customer may be sold on the merchandise.

16. True False It doesn't matter whether you are neat or not as long as you are a fast talker.

17. True False The needs and wants that move customers to buy are called buying motives.

18. True False One of the purposes of an approach is to determine the type of merchandise in which the customer is interested.

19. True False It isn't important to know what merchandise in your department is being advertised.

20. True False Using a wide variety of merchandise aides in closing the sale.

21. True False Telling is more effective than showing in selling a customer a new coat.

22. True False One of the best ways to prevent shoplifting is to offer fast and courteous service.

23. True False It is a waste of time to bother with the "just looking" type of customer.

24. True False In cashing checks you should require at least two types of identification.

25. True False Sell quality and benefits and price will not be a problem in selling.

SALES FUNDAMENTALS QUIZ KEY

1. b
2. a
3. b
4. a
5. c
6. a
7. c
8. c
9. b
10. b
11. True
12. False
13. True
14. False
15. True
16. False
17. True
18. True
19. False
20. False
21. False
22. True
23. False
24. True
25. True

SO I MISSED THE SALE

BECAUSE MY APPROACH AND APPEARANCE WAS NOT PLEASANT AND REWARDING

I RAMBLED IN MY SALES TALK

DON'T let the customer take you too far afield. Bring her back to the merchandise and why she should buy it.
DO watch any rambling that may originate with you. Always keep the sale moving.

I DISREGARDED MY CUSTOMER'S MOOD

REMEMBER -- adjust yourself to her wave length, tune in, and listen. Her needs may be the sales talk that works.

I DID NOT ESTABLISH A POINT OF CONTACT

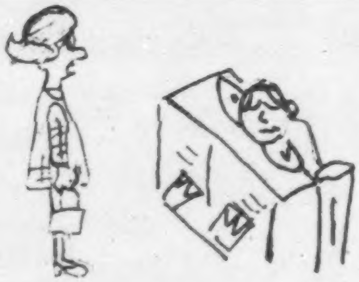
DON'T stay on an unrelated theme. Remember sales pay the freight.
DO find out what the customer likes as a hobby. A point of contact.

I NEGLECTED TO SHOW THE PROPER MERCHANDISE

DON'T fail to check your display beforehand for neatness and completeness.
USE verbal descriptions, and an explanation as a crutch -- not as a practice.

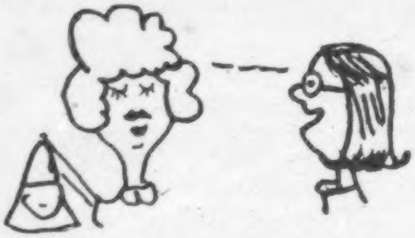
SOMETHING ABOUT MY PERSONAL APPEARANCE SEEMED TO ANNOY THE CUSTOMER

DON'T go in for the unusual in dress.
DO conform to standards of good taste in dress. Dress quietly but well.



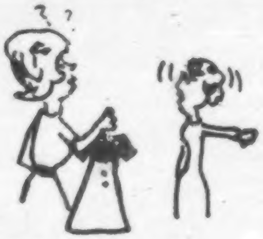
SHE SEEMED TO THINK I WAS TIRED AND SHOULD LIE DOWN

DON'T slouch and slump. You are the business hostess.
DO act business like.



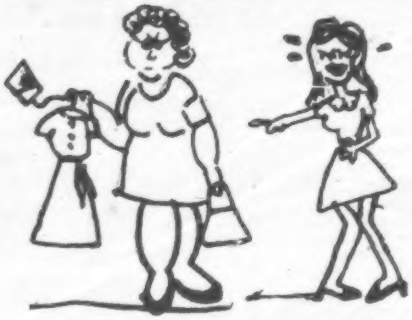
SHE ADMIRED MY HAIRDO INSTEAD OF THE MERCHANDISE

DO be sure your coiffure is conservative.
DO keep your teeth sparkling and your breath pure.



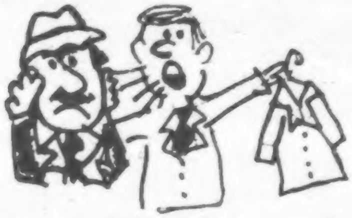
MY MANNERIAMS WERE DISTASTEFUL TO THE CUSTOMER

DO practice your sales talk before a mirror.



I BELITTLED BY CUSTOMER'S JUDGMENT

DON'T ever tell the customer outright that she is wrong. Never belittle her opinions.
DO present evidence which can tactfully bring her opinions around to your viewpoint.



I TALKED TOO MUCH

REMEMBER -- you can talk yourself out of a sale with the greatest of ease. Watch for buying signals - indications that she wants the product.

THE CUSTOMER ASKED QUESTIONS WHICH I DISREGARDED

DON'T ignore a customer's questions. You have the interest. Answer her fully.
DO, when you answer her question, make sure she understands what you told her.

MY CUSTOMER WAS THE ARGUMENTATIVE TYPE

DON'T win arguments and lose sales.
DO try to win the only important argument, the sale.

THE CUSTOMER WAS FINICKY AND TOO HARD TO PLEASE

REMEMBER -- that we live under a system which permits a wide freedom of choice.
BE PATIENT -- with the finicky customer - discover what displeases her.

THE CUSTOMER DIDN'T KNOW WHAT SHE WANTED

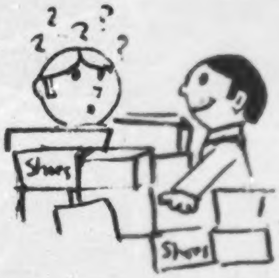
DON'T feel that you waste time with customers who don't know what they want. Help them make choices.
DO give the customers attention and guidance.

MY PROSPECT WAS A CRANK

DON'T antagonize the crank. Find out the critter's good points and work to eliminate the crankiness.
DO try to find out if you are at fault. If you are mend your ways quickly.

MY CUSTOMER WAS "JUST LOOKING, THANK YOU"

DON'T brush off "just looking, thank you" customers. They may never again come looking.
DO try to sift customers from "shoppers."

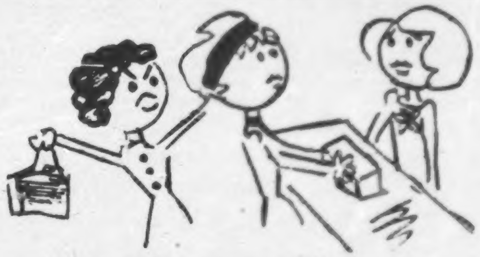


I SHOWED TOO MUCH MERCHANDISE

NEVER bring out everything.
ALWAYS permit a choice between something and something, not between something and everything.

I DID NOT SUGGEST ADDITIONAL OR RELATED MERCHANDISE

DON'T congratulate yourself on a sale until you are convinced you did a complete sales job.
DO look on every sale as a golden opportunity to sell more.



THE CUSTOMER DEMANDED SERVICE BEFORE HER TURN

DON'T let Mr. Pushy push you or your customers around.
DO serve your customers in turn.

SHOES
Blouses

I FAILED TO HOLD THE CUSTOMER'S ATTENTION

DON'T think your are an interesting person to listen to. Your customer may begin to show interest only in how she can turn you off and get away.
WATCH FOR signs of lagging interest. Ask customer's opinion to revive interest.

THE CUSTOMER WOULDN'T WAIT BECAUSE IT WAS BUSY

TRY to recognize waiting customer with a word of assurance.
SPEED UP your sales when rushed.
ASK for help when the going gets rugged.

THE CUSTOMER HAD ALL HER RELATIVES WITH HER

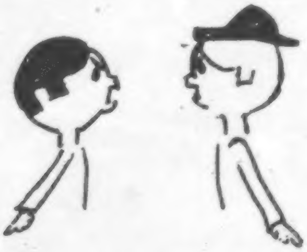
DON'T be discouraged when a hord of relatives appear with the customer.
DO make the leaders your allies, your good salesmen.

IT WAS GETTING PAST MY LUNCH TIME AND THE CUSTOMER HADN'T MADE UP HER MIND

DON'T complain of mid-day hunger pains to the customer.
DO serve her or turn her over to your relief.

I DID NOT PRESENT MY MERCHANDISE IN A WAY TO SHOW ITS VALUE

DO keep your actions natural. Make them focus your customer's attention on what you are showing and what it will do for her and not on how you are showing it.
MERCHANDISE HANDLED RESPECTFULLY IS RESPECTED.



I GOT INTO AN ARGUMENT

DON'T argue just for the sake of having an argument.
DO let the customer win a point, but you win the order.

I WAS NOT ENTHUSIASTIC ABOUT THE MERCHANDISE

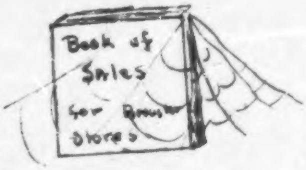
REMEMBER -- be excited! Excitement begets enthusiasm! Enthusiasm begets confidence! Confidence helps get the order!

MY DEMONSTRATION WAS NOT CLEAR

TIP -- take your "MKO" (merchandise knowledge quotient) as you go along. Don't assume that because you understand that the customer does also. Ask questions like "Do you agree?" "We're sure about that, aren't we?"

I DID NOT PROVE THE VALUE OF THE MERCHANDISE

DON'T make claims without backing each one of them up.
DON'T include every bit of evidence you have. Show only as much as relates to the customer's probable use of the product.
DO demonstrate to prove each claim.



I DID NOT USE THE SALES HELPS THE STORE FURNISHED ME

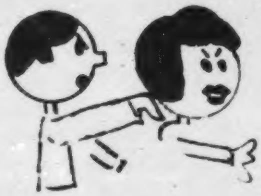
DO study the sales "helps" furnished you. Most of them are designed for you!
USE these sales "assists." They were created for you to help you get that order!

I DID NOT KNOW MY MERCHANDISE SO I COULD NOT ANSWER THE CUSTOMER'S OBJECTIONS

LACK OF PRODUCT KNOWLEDGE undermined your effectiveness and saps your confidence.
STUDY advertising matter and sales helps. Then apply what you have learned.

LACKED PEP AND ENTHUSIASM WHEN ANSWERING HIS OBJECTIONS

PEP AND ENTHUSIASM even when put on. Impressed the customer.
IF YOU ARE LOW there's no tonic like a sale. It may take an extra push -- the pay off is wonderful.



I FAILED TO HANDLE THE CUSTOMER'S COMPLAINT

DON'T BRUSH OFF the customer who has a complaint. Handle it. Her opinion of you will zoom.
FOLLOW THROUGH with customer complaints. Don't just report them. GET ACTION.

Complaints

I FAILED TO SUGGEST ACTION

NEVER fail to suggest action. Move the customer to sign.
NEVER wait for the customer to suggest action. That's your job.

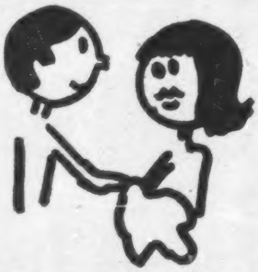
I DIDN'T HELP MY CUSTOMER TO DECIDE

ALWAYS help your customer to decide to order. Suggest. Advise.
NEVER wait for her to make up her mind. Help, aid, and assist.

YAK YAK YAK YAK
YAK YAK YAK

I MADE IT HARD FOR THE CUSTOMER TO SAY "YES"

ALWAYS sell in a positive term. Ask questions that will get you "yes" answers.
NEVER make it hard for the customer to say "yes."



I FAILED TO RECOGNIZE THE CRITICAL TIME FOR CLOSING

DON'T talk yourself into a sale and then put off a sale.
BE SURE to watch for buying signals.

"A SALESMAN'S CREED"

I believe in the goods I am selling, in the firm I am working for, and in the pleasure of selling.

I believe that honest goods can be sold to honest men by honest methods.

I believe in working, not waiting; in boosting, not knocking.

I believe that a man gets what he goes after; that one sale today is worth two tomorrow.

I believe in courtesy, in service, in good cheer, in good friendship and honest competition.

I believe there is a sale somewhere for every one ready to make one.

I believe I am ready ---------------RIGHT NOW!

QUESTIONS FOR RETAIL SALESPEOPLE

______ 1. Do I always look directly at customers when speaking to them?

______ 2. Do I make rude comments about customers to fellow salespeople?

______ 3. Do I criticize my superiors to customers?

______ 4. Do I try to build up goodwill for my firm?

______ 5. Do I discuss my personal affairs with customers or other salespeople?

______ 6. Do I ever run down competitors to my customers?

______ 7. Do I correct a customer if she mispronounces a word?

______ 8. Do I exercise patience with tedious customers?

______ 9. Do I address customers by name whenever possible?

______ 10. Do I ignore old people, poor people, or "peculiar" people?

______ 11. Do I watch the clock for closing time?

______ 12. Do I consider myself improperly dressed without a smile?

______ 13. Do I place parcels into the hands of customers?

______ 14. Do I keep myself informed as to new merchandise and fashions?

______ 15. Do I realize that selling is one of the greatest forces of the present age?

______ 16. Do I use the telephone on store time for personal calls?

______ 17. Do I permit my friends to visit me excessively while I am working?

______ 18. Do I take care of store employees with the same courtesy I use with other customers?

______ 19. Do I chew gum, eat candy or smoke while taking care of customers?

______ 20. Do I find fault with store operation or gripe about my job?

______ 21. Do I take longer for lunch hours or rest periods than I should?

______ 22. Do I abuse discount privileges of my store?

______ 23. Do I know the names of the store officials and department personnel?

______ 24. Do I follow store procedure in reporting my absence or tardiness to work?

______ 25. Do I follow store regulations in checking personal packages in the store?

BULLETIN

TO: All Employees

SUBJECT: Death of Employees

It has been brought to our attention that many employees are dying and refusing to fall over after they are dead. This Must Stop!!!

On and after this date, any employee found standing up after he has died will be dropped from the payroll within 90 days. When it can be proved that the employee is being supported by a post, an additional 90 days will be granted. If, after several hours, it is noticed that an employee has not moved or changed position, the supervisor will investigate. Because of the highly sensitive nature of our employees and the close resemblance between death and their natural working attitudes, the investigation will be made quietly, so as not to disturb the employee if he is just sleeping.

SUPERVISORS NOTE: If some doubt exists as to the true condition of the employee, extending a pay envelope is a fine test.

If the employee does not reach for the envelope, it may be assumed that he is dead. In some cases, the instinct is so strongly developed, however, that a spasmodic clutch or reflex motion may be encountered.

THE MANAGEMENT

Ghost Wright, Manager

SUPPLEMENTARY TRANSPARENCY MASTERS

These handouts may be used to supplement or replace items in the regular teaching units.

WHAT MAKES A GOOD SALESPERSON?

DO YOU LIKE MEETING PEOPLE?

ARE YOU GENUINELY INTERESTED IN PEOPLE?

DO YOU KNOW HOW TO MAKE A GOOD IMPRESSION?

ARE YOU READY TO WORK HARD?

ARE YOU HARD TO DISCOURAGE?

DO YOU HAVE INITIATIVE, ENTHUSIASM AND IMAGINATION?

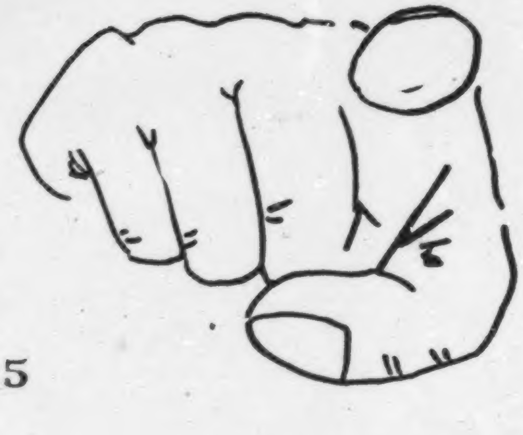
ARE YOU HABITUALLY NEAT IN YOUR PERSONAL APPEARANCE?

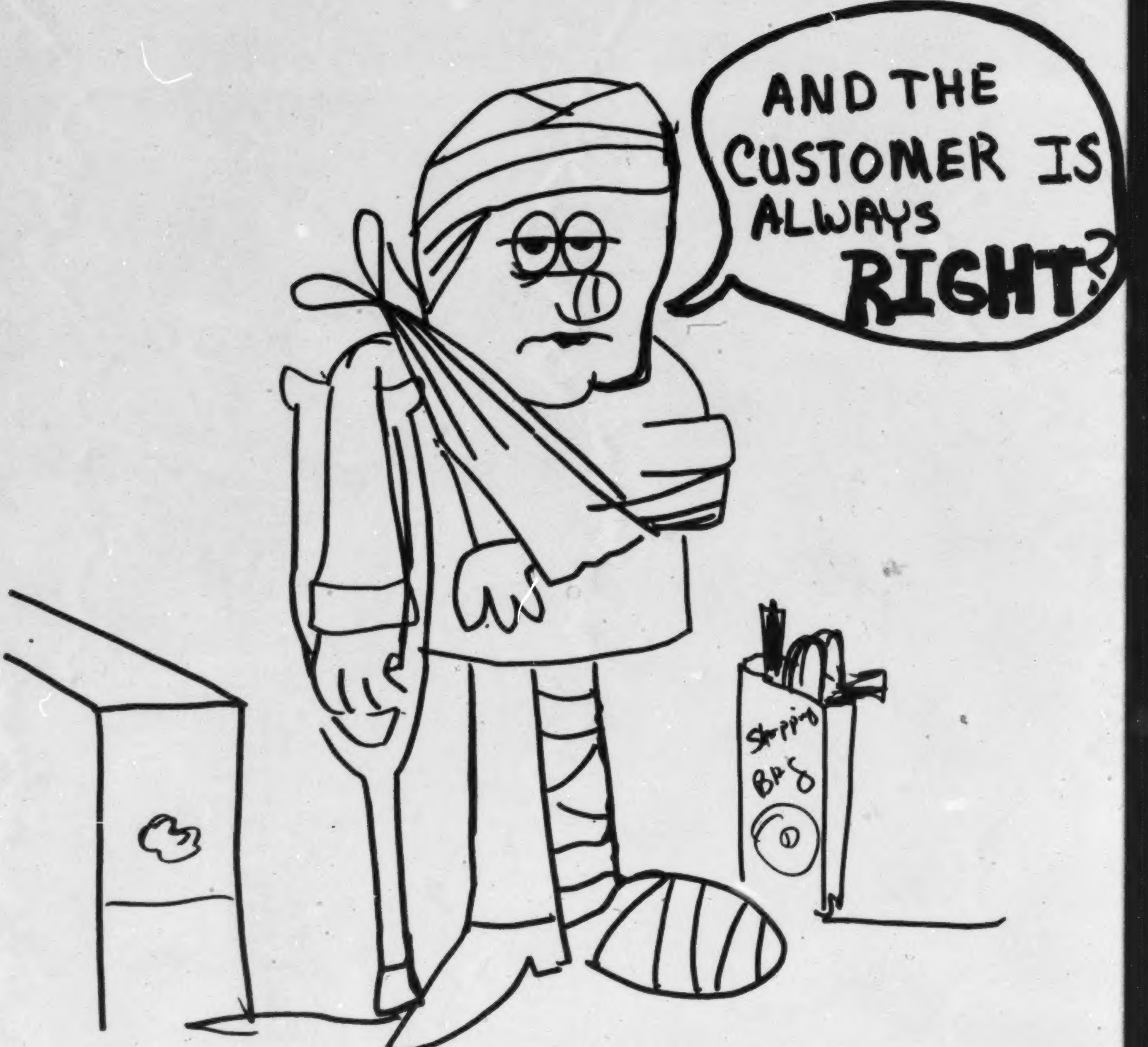
IF YOUR ANSWERS ARE "YES" YOU CAN BE SUCCESSFUL.

CUSTOMER SERVICE

Brings 'em back
for more

It's up to

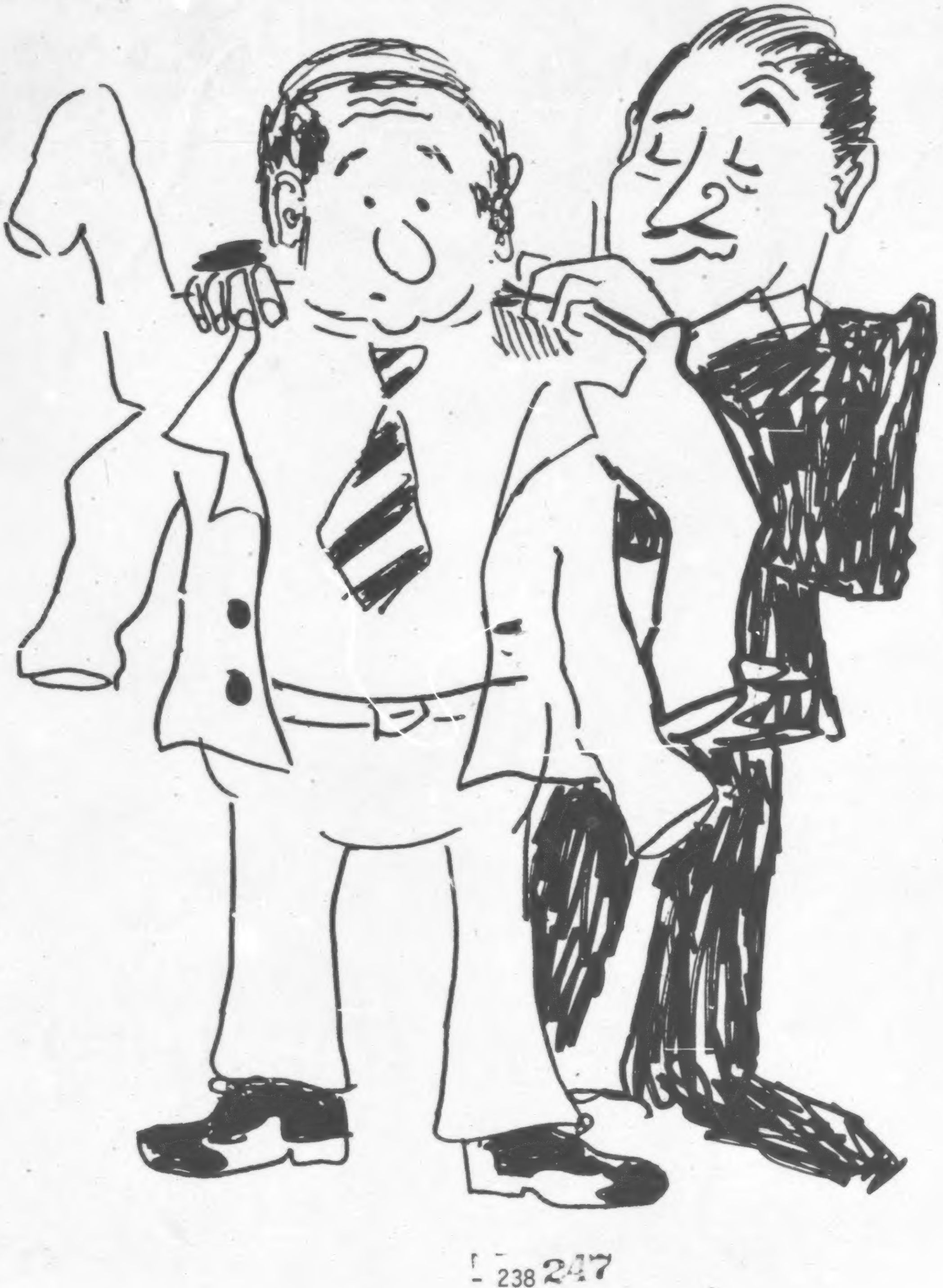


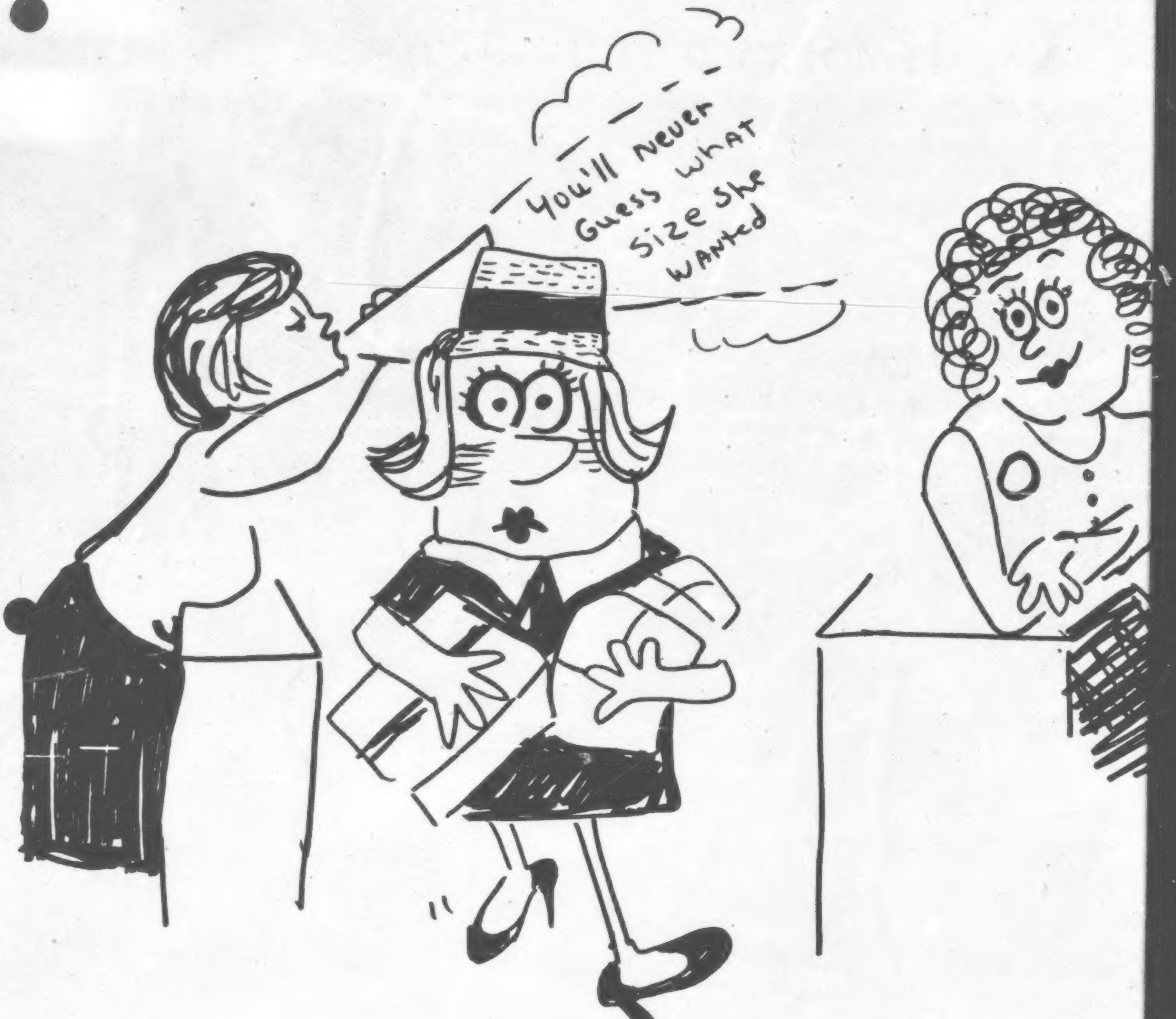

AND THE CUSTOMER IS ALWAYS RIGHT?
Shopping Bag

CAN YOU TOP THIS ?

THE CUSTOMER'S POINT OF VIEW

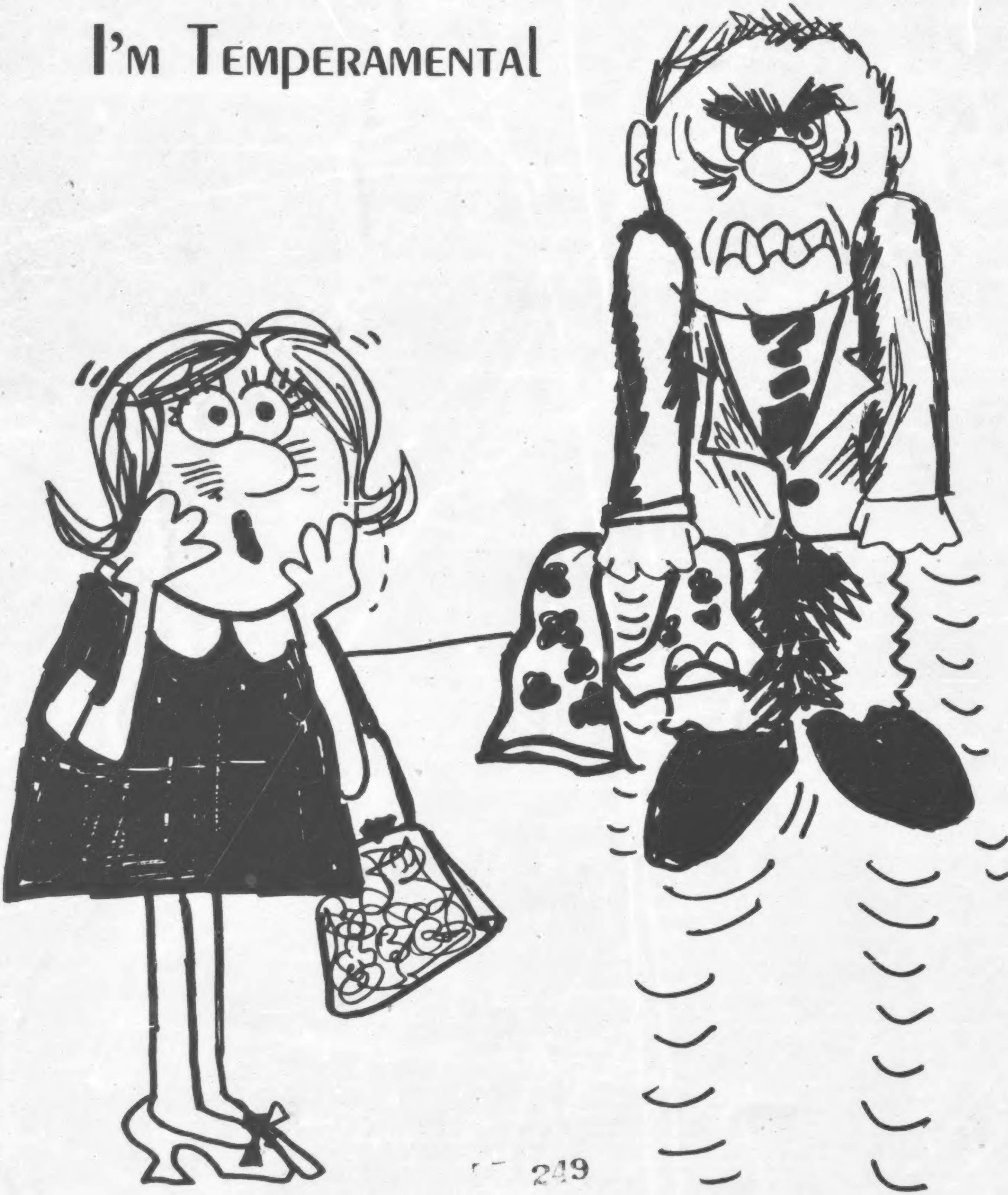
I'M A PHONEY

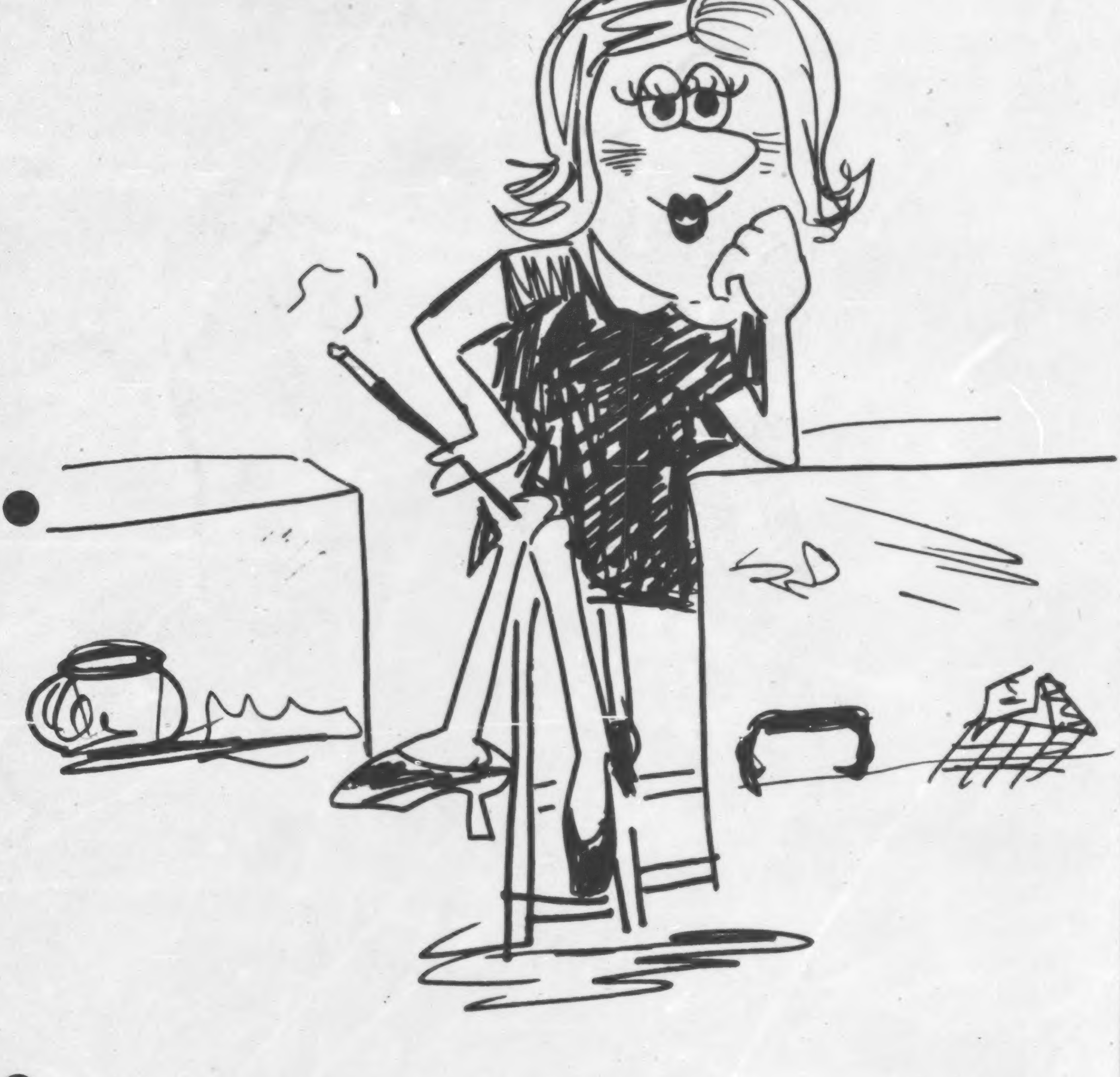



You'll never Guess what size she wanted

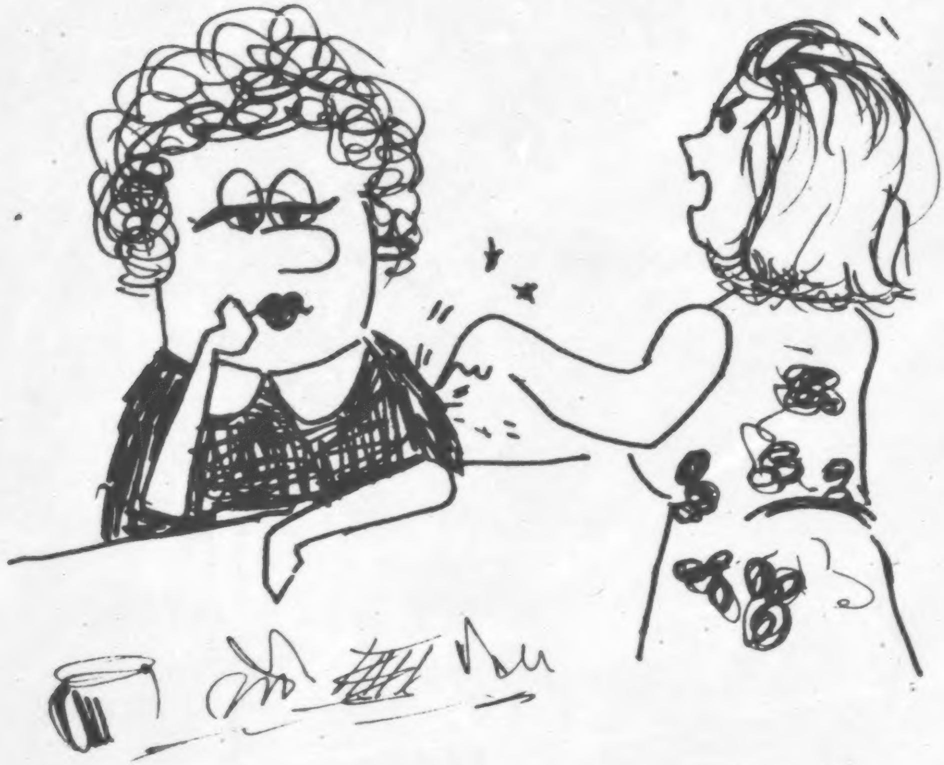
I'M THOUGHTLESS

I'M TEMPERAMENTAL



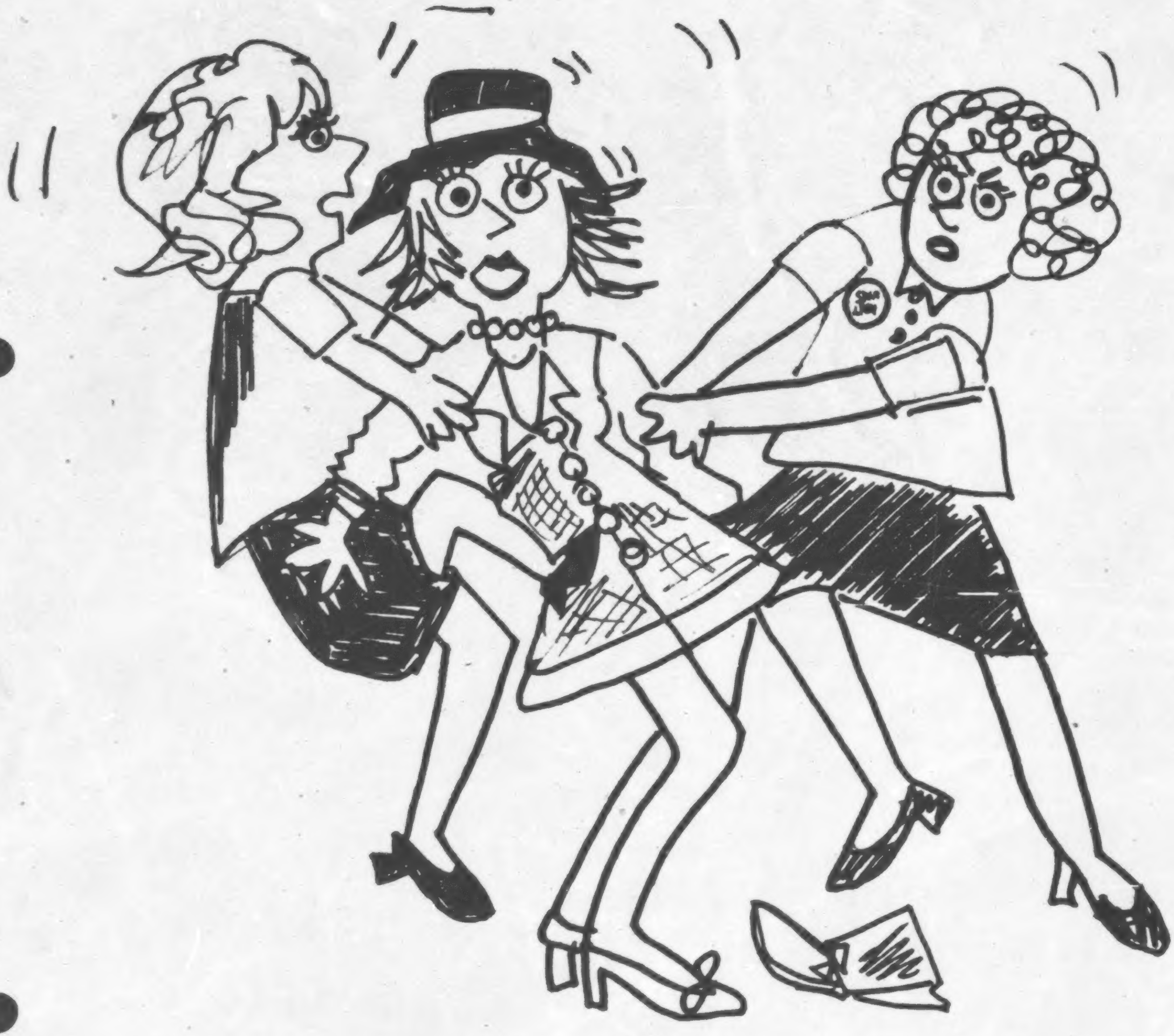


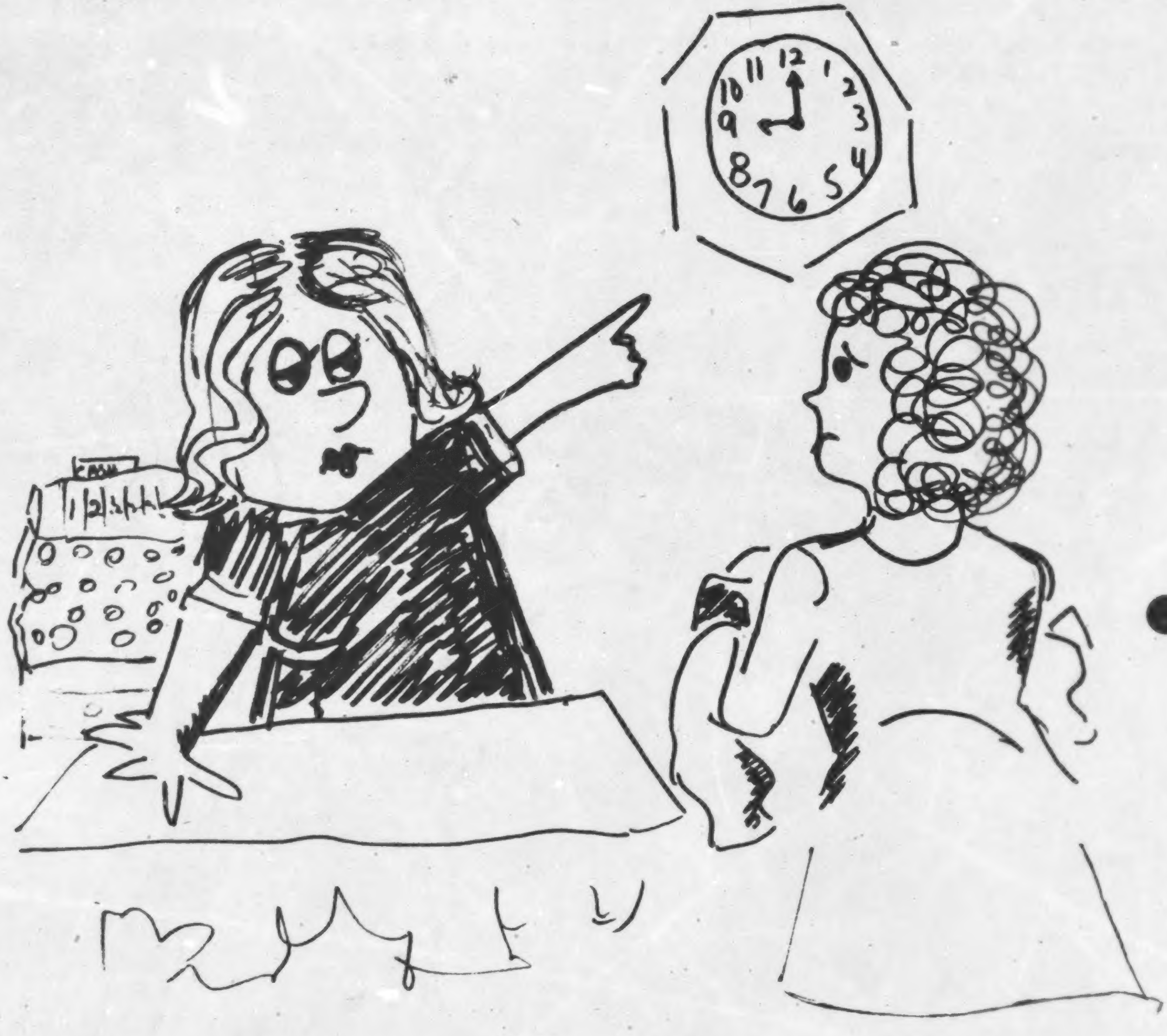
I'M THE STAR



I Couldn't Care Less

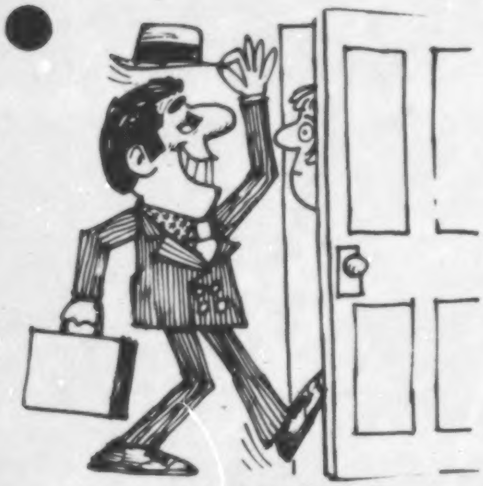
I SAW HER FIRST



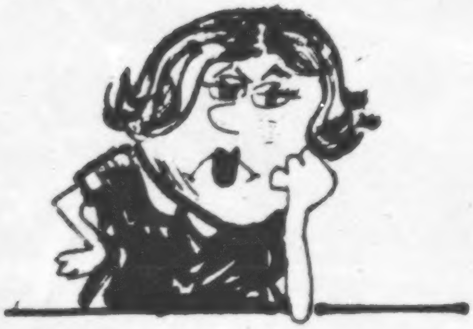


I'm A Smart Aleck

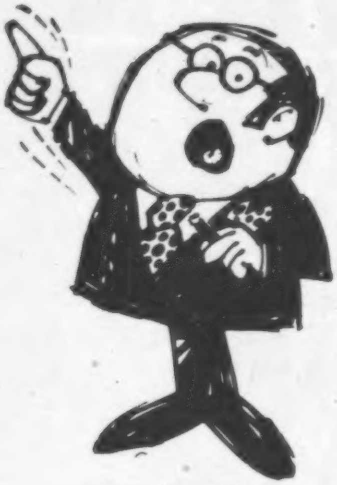
SOME SALESPEOPLE LOOK -



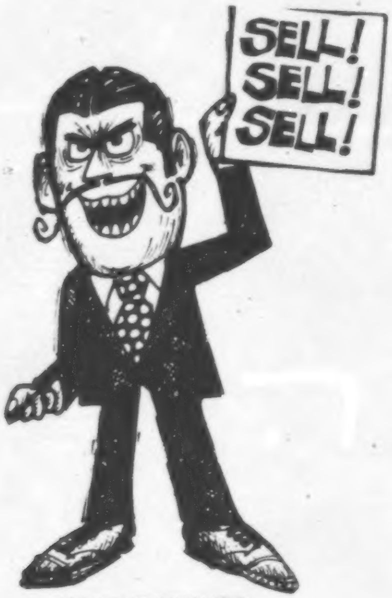
OVER AGGRESSIVE



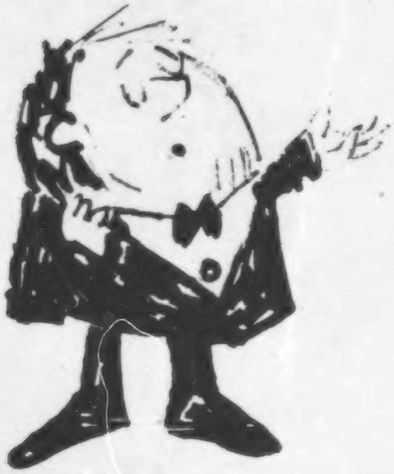
ALWAYS BORED



TOO TALKATIVE

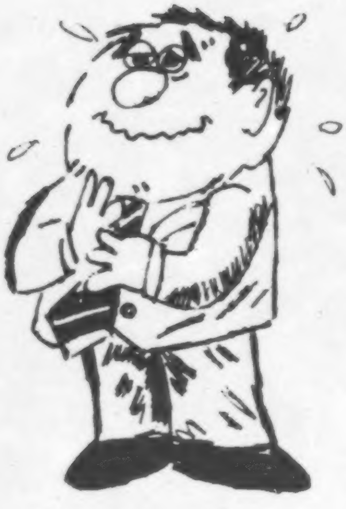

SELL!
SELL!
SELL!

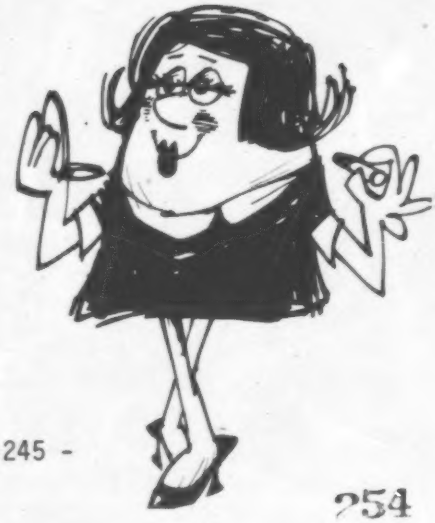
HIGH PRESSURE



SNOOTY

FLUSTERED





SOPHISTICATED

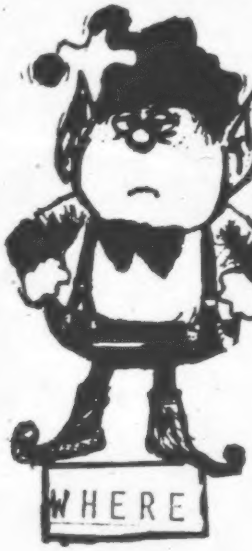
TO BE A SALES PSYCHOLOGIST YOU MUST ASK QUESTIONS....AND THEN LISTEN AND USE WHAT YOU HEAR.

How do you get information from your customers?

Ask questions whenever you can . . . but avoid those that get a "yes" or "no" answer. They don't really tell you much.

Kipling gave us sound advice which he put into a verse . . . .

> I KEEP SIX HONEST SERVING MEN
> THEY TAUGHT ME ALL I KNEW
> THEIR NAMES ARE WHAT AND WHY AND WHEN
> AND HOW AND WHERE AND WHO.



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